

# MANAL ANJUM

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## WORK EXPERIENCE

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### Ross Stores

#### Retail Associate

Jun' 23 – Present

##### Responsibilities:

- Facilitate customers during checkout procedures while also managing returns and exchanges, ensuring efficiency and satisfaction.
- Organize and merchandise racks and simultaneously collaborating with team members to achieve store objectives.

**Skills:** Customer Service, Teamwork, Attention to Detail, Communication Skills, Time Management, Problem Solving, Adaptability

**Bazaar Technologies** — A leading B2B Tech Startup founded in 2020 with a focus on digitizing the retail distribution network of Pakistan.

#### Data Analyst I

Apr' 23 – Apr' 24

##### Responsibilities:

- Responsible for collaborating with various functions including but not limited to Operations, Sales and Engineering to develop project plans, goals, and roadmap.
- Utilized data visualization tools such as Excel, SQL, PowerPoint, Power BI and Tableau to communicate business insights and performance metrics.
- Analyzed data to identify trends, patterns, risks, and opportunities for process improvement, ensuring data accuracy and integrity.
- Managed multiple priorities and simultaneous projects with little supervision, ensuring timely delivery of key milestones.
- Participated in meetings with senior leadership to share progress and opportunities with the broader team on all data driven projects.

##### Projects:

- Mapped Bazaar's order delivery journey by engaging with the operations and product team to identify and rectify critical process gaps which included the reconciliation of fulfillment and last mile dispatched count resulting in enhanced operational efficiency and reliable reporting. Reduced discrepancies by 87%.
- Partnered with operations, and procurement team to build a dashboard on Tableau facilitating a deeper understanding of supplier performance and enabling the team in strategic decision-making to optimize business profitability and identifying 1024 contributing to more than 30% of the warehousing cost.
- Optimizing delivery routes and location of distribution centers based on center of gravity method resulted in reduction of warehousing as well as last mile cost, bringing down the overall operations cost nationally by 33%.
- Launched a ticket resolution dashboard for the operations team, to have live visibility of issue resolution. The dashboard helped in increasing the resolution rate to 99.8% and TAT by 80%.

**Skills:** Project Management, Data Analytics, Strategic Planning, Stakeholder Management, Cross Functional Collaboration, Product Development, Problem Solving

### Operations Analyst

Jul' 22 – Apr '23

##### Responsibilities

- Utilized data visualization tools such as Excel, SQL, PowerPoint, Power BI and Tableau to communicate business insights and performance metrics.
- Worked closely with Product Managers to test and optimize various features in the last mile and fulfilment apps.
- Improved operational efficiency by implementing new processes and streamlining existing workflows.
- Collaborated with the on-ground team through regular meetings for operational performance evaluation and to maintain clear communication about proj
- Effectively communicated action plans, project progress and feedback with stakeholders and senior leadership.

##### Projects:

- Initiated alternate day deliveries in cost bleeding towns to improve vehicle utilization, reducing town's Last Mile cost by 50% and delivery time by 12% through efficient route planning and improvement in weight and drop utilization.
- Partnered with Product and Engineering teams to automate the Rider Payout system, transitioning from manual spreadsheet calculations to an automated earnings management system. This reduced salary discrepancies by 30% and shortened the salary release time.
- Launched Order Level Processing across various facilities, reducing Rider transaction time by 25% and increasing Loading team productivity by 30%. Collaborated with Product and Engineering teams to revamp the app for the new order delivery process, designed workflow charts, prepared job descriptions, and managed the product launch timeline.

**Skills:** Data Analytics, Project Management, Process Improvement, Risk Management, Product Optimization, Stakeholder Management, Cross Functional Collaboration

### Procter & Gamble

#### Supply Network Operations Intern

Jan' 22 – May' 22

##### Responsibilities

- Managed multiple projects concurrently, ensuring adherence to timelines while ensuring that the delivery of projects add value to the business.
- Identified and mitigated risks, while proactively developing optimization plans for upcoming fiscal year ensuring maximum operational efficiency.

##### Projects

- Analyzed current warehouse operations and prepare MHE structure to meet upcoming fiscal year's operational requirements. Identified fast moving SKUs of loose picking categories and shifted them to case pick area, reducing the time taken to serve the orders by 50%.
- Optimized Case volume of locally manufactured SKUs to increase shipment volume and reduce warehouse storage cost. Annual shipment savings of \$15k was achieved by implementing the proposed case volumes.

**Skills:** Project Management, Data Analytics, Contingency Planning, Strategic Planning, Cost Optimization, Cross Functional Collaboration, Problem Solving

## EDUCATION

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### NATIONAL UNIVERSITY OF SCIENCES AND TECHNOLOGY

*Bachelor of Electrical Engineering*

Cumulative GPA: 3.83

*Karachi, PK*

*June 2022*