

Pouneh Hekmattazh

Data Analyst

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PROFESSIONAL EXPERIENCE

OFOGH KOUROSH CHAIN STORES

Data Analyst

Tehran, Iran
SEP 2021-present

- Designing algorithms for sales analysis and leveraging Excel, Power BI, SQL Server and Python soft wares.
- Examining the basket of goods in various time periods in terms of both riyal and weight.
- Analyzing and assessing the impact of campaigns, festivals, promotions etc. on sales growth.
- Evaluating the performance of factors influencing sales such as supply chain, commerce, pricing, and discount. across provinces,
- Have worked on a PBI Dashboard that includes a large amount of data from the company's sales over a span of 5 years. Have applied several indexes and written complex DAX Queries in order to obtain accurate measurements.

OFOGH KOUROSH CHAIN STORES

Senior Supply Chain Expert

Tehran, Iran
Nov 2016-AUG 2021

Have been involved in all components of the supply chain, including:

- Planning purchase orders,
- Controlling inventory of cold warehouses and hundreds of stores across provinces,
- Planning logistic affairs such as post/shipment/delivery lead times to the stores,
- Controlling input/output products rate, interacting directly with the commercial department and suppliers.
- Have supervised and communicated with personnel from branches in different provinces with hundreds of stores in more than 250 dairy products.
- Additionally, have analyzed and calculated purchase requests and predicted sales tendencies by reviewing seasonal changes in customers' buying attitudes, considering areas, time periods, and all other involved elements.
- Providing analytical reports related to the supply chain and recommending appropriate actions to optimize supply chain processes
- Establishing cold chain in various cities and ensuring constant monitoring of all components of the cold supply chain by communicating with colleagues and representatives in branches nationwide, with an average of 400 stores per time period.

EDUCATION

KHARAZMI UNIVERSITY

Master of Science in Applied Mathematics; Operations Research (OR)

Alborz, Iran
2010-2012

- Thesis: Cross-ranking of Decision Making Units in Data Envelopment Analysis

ALZAHRA UNIVERSITY

Bachelor of Science in Applied Mathematics

Tehran, Iran
2004-2008

ADDITIONAL INFORMATION

- Technical Skills: Analytical soft wares Python (Pandas, NumPy etc.), Microsoft Excel and Power BI professionally and SQL Server intermediate Level
- Certifications: Design and Implementation of SQL Server 2019 Databases & Querying Certification from Beyond the knowledge (FAD) Academy .
- English: Advanced Level
- Other Skills: Action-Oriented, Researching, Problem solving, Linear Algebra, Optimization, Mathematical Modeling, Data Analysis , Statistical Data Analysis, Exploratory Data Analysis