

Rohit Mukherjee

Business Operations Analyst

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PROFILE

Business Operations & Supply Chain professional with experience managing operational workflows, vendor relationships, and logistics processes across advertising and last-mile delivery environments. Proven ability to coordinate stakeholders, standardise processes, and support business objectives through structured problem-solving and operational improvements. Holds an MSc in Business Analytics & Data Science with additional experience in market-entry strategy, sustainability, and reverse logistics.

WORK EXPERIENCE

R.R. Publicity | Kolkata, India | Process & Operations Lead **06/2025-Present**

- Managed operations across outdoor hoarding sites, leading a team and coordinating contract-based installation crews to ensure 100% on-time campaign delivery.
- Oversaw material procurement; renegotiated contracts with 3+ printing and installation workers, achieving an 8% cost reduction without compromising quality.
- Introduced standardised workforce scheduling, checklists, and IT/vendor coordination zero penalty-triggering delays.

R.R. Publicity | Kolkata, India | Process & Operations Associate **08/2021 - 08/2022**

- Translated day-to-day operational frustrations into clear requirements for vendors, resulting in smoother service delivery.

Amazon Logistics | Munich, Germany | Operations Associate **08/2023-11/2024**

- Monitored real-time shipment flow of packages per shift using internal tracking systems; proactively identified recurring delay patterns and shared findings with station leadership to support on-time dispatch improvements.
- Detected data-vs-reality mismatches in inventory locations by cross-referencing system records; escalated and corrected SKU placements, reducing outbound dispatch errors and improving inventory accuracy.

EDUCATION

Master's in Business Analytics & Data Science **10/2022 - 12/2024**

EU Business School | Munich, Germany.

Bachelor of Computer Applications

University of Engineering & Management | Kolkata, India **07/2018 - 06/2021**

SKILLS

- **Business Operations:** Process Mapping, Workflow Standardisation, Stakeholder Management, Vendor Management, SLA Tracking, Last-Mile Logistics, Procurement Coordination.
- **Strategy & Analytics:** Market Entry Strategy, GTM Strategy, Root Cause Analysis, Business Case Development, Gap Analysis
- **Methodologies:** Agile/Scrum Fundamentals, Lean Operations, SDLC, MoSCoW Prioritisation.
- **Technical Skills:** Excel, Tableau, Data Visualisation.

LANGUAGES

- Bengali: Native
- English: Full Professional Proficiency
- Hindi: Fluent
- German: A2

PROJECTS & CERTIFICATIONS

- **EcoElectro (Master's Thesis)** | Reverse Logistics Network Design
Designed e-waste reverse logistics workflows, mapping compliance gaps in India's unorganised sector.
- **ThreadTrace | Digital Product Passport for Textiles** [🔗](#)
Created 4-tier data schema, gap analysis, and 11-month ROI model for EU compliance.
- **Inde-Europa | D2C Market Entry Strategy** [🔗](#)
Defined 13 user stories, MoSCoW scope, UAT scenarios, and a business case with 6.8-month payback.
- **UrbanFlow | Fleet Electrification Strategy** [🔗](#)
Evaluated 4 options via Pugh matrix; projected €6,020 monthly savings through modal shift to e-bikes.
- **Certifications** | [McKinsey Forward Program](#), [Google Project Management Specialization](#), [Google Data Analytics Specialization](#), [Unilever Supply Chain Data Analyst](#)