



Makrand Ramdas Meher

PROFILE

Senior Analyst (Market Intelligence)
MAHADHAN AGRITECH LIMITED

100% subsidiary of Deepak Fertilisers

CONTACT

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SKILLS

Excel	1
Power Point	1
Power BI	1
SQL	1
Python	1

WORK EXPERIENCE

Experienced Analyst (Market Intelligence) with a demonstrated history of working in the fertiliser industry.

Skilled in Mis, Data Analysis, SQL, Power BI, Azure, Jenkin, budgeting, Microsoft excel, power point presentations, logistic, negotiation, operations management, sales, and computer literacy. Strong sales professional with a B.Sc Agri focused in agriculture from Anand Niketan Collage of Agriculture, Warora.

Experience of around 23+ years

- Implementation and management of mFMS databases, DWH integrations, Subsidex solution – for business usage
 - Planning for new data sources for Demand forecasting solutions development, testing and implementation of solutions at field level.
 - Independent planning and delivery of new requirement of analysis for business decision like – Imports, Market Prices (Pricing Committee) etc.
 - Supporting Agtech and data initiatives – planning, implementation and driving outcome of digital solutions
 - Analyse various datasets and generate reports periodically for targeted actions by sales & marketing teams as well as product managers & crop managers
 - Develop templates and collate monthly MIS on sales & marketing data from field teams
 - Analysis of trends of Fertilisers sales by Crops, By Markets, By geographies
 - Analysis of Sales Performance, Business KPIs, Data Validation
- Development / deployment of digital analytics tools and integration management



Senior Analyst - (Business Excellence)

Mahadhan Agritech Limited

100% Subsidiary of Deepak fertilisers & petrochemicals corp. Ltd.

February 2002 to present day

EDUCATION

BSC AGRICULTURE

Anand Niketan College of Agriculture, Warora