

Shamil Iqbal

25 Westminster Rd, London N9 8RA • +447833813871 • shamiliqbalt@gmail.com

SUMMARY

Analytical and results-oriented professional with experience in **supply chain, category management, and data analytics** within the FMCG sector. Skilled in **Power BI, Python, SQL and Excel** to drive insights, optimize inventory, and automate reporting. Proven ability to manage supplier performance, streamline operations, and support data-driven decision-making. Eager to contribute and grow in a **data-focused supply chain or insights role**.

EXPERIENCE

Category Analyst, 04/2024 - Current

JJ Food Service Limited - Enfield, London, United Kingdom

- Oversee supply chain and purchasing operations for 30 key suppliers, including major international brands, supporting inbound logistics, sales coordination, and product launches.
- Managed end-to-end procurement for 300+ products, representing 9% of total company sales, by leveraging strategic sourcing, supplier negotiations, and ensuring competitive pricing and uninterrupted supply.
- Consistently achieved a 97% product availability KPI across categories valued at over £22 million, through proactive procurement and data-driven inventory planning.
- Secured cost savings by renegotiating contracts and implementing strategic purchasing agreements, improving margins, while maintaining service levels.
- Spearheaded category growth initiatives through market research, new product development, and promotional planning, resulting in a 150% sales increase in the sub-category within two years.
- Optimised stock levels by leveraging the company's internal logistics network, leading to a 45% increase in availability across 12 branches, and a 30% reduction in excess inventory.
- Utilised advanced Excel, Power BI, and Power Query to conduct in-depth data analysis for demand forecasting, sales, stock performance monitoring, and KPI tracking, driving actionable insights and decision-making.
- Automated rebate calculations for all suppliers by developing a Python script, reducing manual Excel processing time by over 80%, and significantly improving reporting accuracy and operational efficiency across procurement and finance teams.
- Performed RFM (Recency, Frequency, Monetary) analysis using Python to segment customers into categories such as Best, At-Risk, and Potential, enabling data-driven customer retention and re-engagement strategies.

Logistics Planner, 10/2023 - 03/2024

JJ Food Service Limited - Enfield, London, United Kingdom

- Utilised Roadnet Transportation Suite to create and optimise daily delivery routes across JJ's London and North UK branches, improving delivery efficiency and reducing mileage.
- Strategically planned routes based on key logistics criteria, including number of drops, vehicle capacity (weight), customer priority, and mileage constraints.
- Coordinated closely with the transport department to assign routes to

SKILLS

- Data Science
- Supply chain management
- Procurement strategy
- Market research
- Data analysis
- Route optimization
- Inventory management
- ERP systems
- Advanced Excel
- Python scripting
- Data visualisation tools
- Cross-functional collaboration

CERTIFICATIONS

- Microsoft Office Specialist: Excel Associate (Office 2019)
- Air Export Operations: SEEWAYS Logistics Academy
- Power BI, Excel, SQL: Code Basics

EDUCATION

Master of Science - MS : Logistics and Supply Chain Management, 2023
University of Huddersfield - United Kingdom

Diploma of Higher Education : Logistics and Supply Chain Management , 2021
UPES - India

Bachelor's degree : Computer Application, 2021
Vellore Institute of Technology - India

- available fleet and drivers, matching based on vehicle type, route complexity, delivery weight, and driver experience.
- Managed logistics for 20+ fleet vehicles, including 13.5-ton and 7.5-ton trucks, as well as vans for smaller, local deliveries.
 - Ensured smooth delivery operations by proactively addressing route-related issues such as vehicle breakdowns, delays, and last-minute changes.
 - Maintained system integration by importing daily orders into Roadnet and exporting finalised delivery routes into Microsoft Dynamics AX ERP, ensuring accurate linking of orders to respective drop points.

Logistics Coordinator, 08/2021 - 08/2022

Magiclogisys Global Private Ltd - Kochi, India

- Coordinated and tracked international shipments across major US ports, ensuring timely delivery and accurate documentation.
- Managed import data and cargo documents (HBL, MBL, invoices, manifests, and packing lists) using Fresa ERP, maintaining shipment visibility and compliance.
- Handled over 1,000 FCL and 300+ LCL/co-load shipments from major Indian ports, supporting high-volume international supply chain operations.
- Generated and distributed ETA-based shipment reports, improving communication with clients, and minimising delivery disruptions.

LANGUAGES

English:

C2

Proficient

Arabic:

A1

Beginner

Malayalam:

C2

Proficient

WEBSITES, PORTFOLIOS AND PROFILES

- www.linkedin.com/in/shamiliqbal
- github.com/shamiliqbal

AWARDS

Merit Scholarship for UG Univerity Academic Excellence

HOBBIES AND INTERESTS

- Cycling
- Badminton