

Job Title: MIS / Sales Automation Executive

Department: Sales / Business Operations

Reporting To: Sales Head

Job Purpose:

To manage, analyze, and automate sales data and reporting processes to support business decision-making, improve efficiency, and drive performance visibility across the sales organization.

Key Responsibilities:

1. MIS Reporting & Analysis

- Prepare and maintain daily, weekly, and monthly sales performance reports (region-wise, channel-wise, and product-wise).
- Analyze sales trends, performance gaps, and key KPIs to support strategic business decisions.
- Create dashboards and presentations for management reviews.
- Ensure data accuracy, consistency, and timely reporting from multiple sources (ERP, Excel, etc.).

2. Sales Automation & Tools Management

- Automate recurring reports and processes using Excel other BI tools.
- Support implementation and management of sales automation tools (SFA, DMS, etc.).
- Coordinate with internal and external stake holders teams for integration, troubleshooting, and enhancement of sales data systems.
- Train and support sales teams in using automation tools effectively.

3. Data Management & Process Optimization

- Maintain master data for sales, products, pricing, and customers.
 - Identify gaps or redundancies in existing MIS or reporting systems and suggest improvements.
 - Streamline data collection processes from field teams and distributors.
 - Ensure data security, confidentiality, and compliance with company policies.
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Key Skills Required:

- Strong proficiency in **Advanced Excel**.
 - Good understanding of **SFA/ DMS tools** and data integration concepts.
 - Analytical mindset with attention to detail and accuracy.
 - Strong communication and presentation skills.
 - Ability to work with cross-functional teams.
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Qualification & Experience:

- **Education:** Graduate / Postgraduate.
 - **Experience:** 2–5 years of experience in MIS reporting, sales data analysis, or sales automation roles (preferably in FMCG / Retail / Distribution).
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Key Performance Indicators (KPIs):

- Timeliness and accuracy of MIS reports.
- Reduction in manual reporting efforts through automation.
- Data accuracy and completeness across systems.
- User adoption and satisfaction with sales automation tools.