

HIMANSHU SHOURABH

Operations & Category Management | Data-Driven Process Excellence | Catalog & Supply Ops

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PROFESSIONAL SUMMARY

Operations & Process Excellence professional with high-impact experience in quick-commerce (Zepto) and early-stage B2C startups. Demonstrated expertise in catalog operations, data governance, and workflow automation to drive cross-functional efficiency. Proven ability to build operating systems from scratch, sanitize large-scale datasets, and eliminate manual effort via technical scripting and tooling. Thrives at the intersection of ground-level execution and structured, scalable problem-solving.

PROFESSIONAL EXPERIENCE

Founding Member – Operations & Growth | **B2C Home Services Startup** | Bengaluru Nov 2025 – Present

Operations Setup & Systemization

- Designed and launched 'Ops Master' — a centralized operations system covering staff rostering, subscriptions, capacity planning, issue tracking, and NPS feedback, replacing ad-hoc manual tracking from day zero.
- Migrated core operations from spreadsheets to a Supabase-backed cloud database with dashboard layer, reducing operational dependency and enabling real-time visibility as the user base scaled.
- Established SOPs and monitoring protocols, reducing repeat customer issues during peak hours and improving overall service reliability.

Growth & Sales Execution

- Planned and executed BTL campaigns across 700+ residential units in high-density apartment clusters, generating 120+ qualified leads through direct engagement and structured follow-ups.
- Managed the full customer funnel from inquiry → trial → paid subscription, achieving a ~22% lead-to-paid conversion rate.
- Tracked NPS trends and deployed targeted service fixes, directly improving retention metrics in early growth phase.

Workforce & Capacity Management

- Managed daily deployment of service staff across multiple residential clusters; built location-grouped rosters to cut travel time and maximize staff utilization.
- Monitored real-time demand vs. workforce availability to prevent overbooking and last-minute service failures; acted as primary escalation point for all customer issues.

Senior Executive – Process Excellence | Catalog | **Zepto Private Limited** | Bengaluru Oct 2024 – Nov 2025

Automation & Process Efficiency

- Automated catalog workflows using Databricks, cutting Turnaround Time (TAT) by 50% and directly improving team throughput and stakeholder satisfaction.
- Built scripts and SQL queries to automate MRP/Margin updates — reduced manual processing effort by 50–60%, compressed working datasets from ~1 lakh rows to ~10K rows, and accelerated Purchase Order release cycles.

Catalog Operations & Data Governance

- Executed end-to-end SKU creation on the Zepto portal, coordinating maker-checker approvals across Finance and Operations to validate pricing, margin thresholds, tax configuration, and pack setup before publish.
- Led Brand Cleanup initiative: identified ~90 duplicate brand entries, deactivated 65, and corrected ~780 SKU mismatches — resulting in measurably improved catalog hygiene and reduced escalations.
- Executed MRP sanitization across 200+ SKUs with significant price anomalies, improving pricing accuracy and customer trust metrics.
- Implemented data validation logic for critical fields (MRP, NLC) to prevent negative/invalid margins; reduced data errors by 15–20% and improved stakeholder data accuracy from 60% → 75% (targeting 90%).
- Consolidated and standardized product attributes (brand, pack size, shelf life, barcodes) from multi-vendor data sources, resolving conflicts and backfilling accurate canonical values using AI-assisted data fetching.
- Streamlined PV-ID creation and shelf-life update workflows, ensuring compliance, preventing expired product listings, and strengthening data governance.

Cross-Functional Collaboration

- Collaborated with Replenishment and Category teams to standardize catalog attributes, reducing inter-team data discrepancies and enabling more consistent downstream operations.

Recognition

- Awarded **Zepto Aces** (Sep '25) by CBO — for dedication and execution impact.
- Awarded **Hall of Fame** (May '25) by Senior Director — for extraordinary performance.

Developer – Adobe Experience Manager (AEM) | **Cognizant Technology Solutions** | Bengaluru Sep 2023 – Jun 2024

- Developed and maintained AEM components, templates, and workflows to streamline content management for enterprise clients.
- Conducted regular content audits to ensure data consistency, accuracy, and compliance with established content standards.
- Supported A/B experimentation initiatives aimed at improving conversion rates and customer engagement.

Intern – MERN Stack Developer | **Cognizant Technology Solutions** | Bengaluru Jan 2023 – May 2023

- Built a full-stack Blood Bank Management Application (MERN stack) with dynamic UI, scalable REST APIs, and database architecture.
- Delivered QA testing and data audits to ensure application accuracy and reliability.

KEY ACHIEVEMENTS AT A GLANCE

- 50% TAT reduction via Databricks automation at Zepto (50K+ SKU catalog)
- 50–60% reduction in manual effort on MRP/Margin operations; dataset compressed from 1L → 10K rows
- Data accuracy improved: 60% → 75% (on track for 90%) across critical catalog fields
- 780 SKU mismatches corrected; 65 duplicate brands deactivated in Brand Cleanup drive
- 22% lead-to-paid conversion on 120+ leads; BTL campaigns across 700+ residential units
- Double award winner at Zepto: Zepto Aces (CBO) + Hall of Fame (Sr. Director)

SKILLS & TOOLS

Operations & Category: SKU Operations, Data Governance, Process Automation, SOP Design, Capacity Planning, Vendor Coordination, MRP/Margin Management, Supply Chain Ops, Catalog Management

Data & Analytics: Excel (Advanced), SQL, Python (scripting), Databricks, Power BI, Google Sheets, Data Validation

Tools & Platforms: GSuite, Supabase, VS Code, Git, Canva, PowerPoint, Databricks, Prompt Engineering (AI-assisted ops), Meta Ads Manager

Programming: JavaScript, Python, Node.js, React, Java, SQL (MySQL, MongoDB)

EDUCATION

B.E. in Electrical Engineering | Shri Ramdeobaba College of Engineering and Management, Nagpur 2018 – 2023

Recipient – 2nd Prize, Ennovate Mini Project Competition

VOLUNTEERING

Make a Difference (MAD) – Taught Science, Mathematics, and Life Skills to 50+ students across two classes, Nagpur (2019)