## ROLE PROFILE

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| **Role Title** | Commercial Operation Planning Analyst |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial / Sales Planning |
| **Location** | Seoul, Korea |
| **Team Leader Role** | Sales Planning Manager |
| **Role Level** | 4B |
| **Team Members** | No |
| **Role Purpose**  Maintain high-level excellence in commercial operations by monitoring, evaluating and improving on execution and effectiveness of promotions and commercial activities. Help data-driven decision making by providing high-quality Sales & Market analysis, market data and intelligence. | |
| **Accountabilities**   * Provide high-quality Sales & Market Analysis based on market / commercial data and intelligence. * Provide sales trend analysis by brand and channel and make proper recommendations of how to improve our business. * Understand the differences in data (Sell-in/Sell-out/Consumer off-take etc.) and connect and analyse them. * Basic understanding of Nielsen data and ability to analyse using it. * Review the sales forecast and volume uplift from promotions based on analysis. * Support developing market insight with in-depth analysis on market and performance data. * Support the function with consolidating and producing performance reports, with providing RFID data analysis. * Provide report on sales performance vs. industry (daily / monthly / quarterly basis) * Manage operation of discount program for contracted outlet and Develop simulation tool. * Support Sales Planning Manager in delivering team objectives, including data analysis and creating relevant materials | |
| **Created by:** | Sales Planning Manager |
| **Creation Date:** | 12 October 2021 |
| **HRBP:** |  |
| **Date of last revision:** | 23 December 2024 |