AHMED ALI DARWISH

Commercial Analyst | Master Data & Catalog | Supply & Demand Planning

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PROFESSIONAL SUMMARY

Commercial Analyst with a master data and catalog background and hands-on experience in pricing intelligence, purchasing decision support, and supply & demand planning across B2B and B2C e-commerce. Manages a catalog of 30,000+ SKUs and builds AI-assisted automation tools that improve data quality, cut manual work, and support data-driven pricing and purchasing decisions.

PROFESSIONAL EXPERIENCE

MNT-Halan (Talabeyah) **Oct 2025 – Present**

Supply & Demand Planning Jul 2026 – Present

- Forecast demand and set reorder quantities and safety stock across warehouses, so the buying team orders the right quantities and avoids both stock-outs and excess stock.
- Evaluate supplier prices, margins, and deal terms against competitor prices, giving the buying team a clear basis for purchasing and negotiation decisions.

Product Management Responsibilities Dec 2025 – Present

- Specify new features for the Tech team, translating commercial needs into system changes.
- Build internal apps that remove manual work for commercial and operations teams.

Master Data & Catalog Specialist Oct 2025 – Present

- Own the product catalog across Odoo ERP, the in-house ERP, and internal product systems, keeping pricing, category, and product data accurate for commercial decisions.
- Prepare product data for new listings and bulk catalog changes, making sure new SKUs go live with complete and consistent data.

MNT-Halan (Halan Gomla) | Master Data & Commercial Analysis Oct 2025 – Jun 2026

- Managed product setup and categorization, and used product, pricing, and category data to surface pricing insights for the commercial team.

Jumia Egypt | Operations Associate Jul 2022 – Dec 2022

- Kept product and pricing data accurate across thousands of live listings, supporting searchability and conversion.

Darwish Sons (Family Wholesale Business) | Sales & Operations 2021 – Oct 2025

- Negotiated with suppliers and selected products across wholesale lines, managing commercial terms end to end.

PROJECTS

Pricing Intelligence Model — Python, HTML, JavaScript

- Scrapes prices from the top competitors and compares them with our prices, reducing a manual 1–2 hour task to under 10 minutes.
- Flags SKUs priced above market and SKUs bought above competitors' selling price, pointing the team to price changes and supplier negotiations.

Purchasing Intelligence Model — HTML, JavaScript

- Tells the buyer whether to buy (Buy / Conditional / Hold / Review), recommends the best supplier and buy price, and suggests the selling price — a safeguard against wrong purchases.

Replenishment Planner — HTML, JavaScript

- Turns the daily stock sheet into order decisions: items to order today, suggested quantities per warehouse, vendors to call, and a ready purchase order per vendor.

Safety Stock Model — HTML, JavaScript

- Keeps selected SKUs available on the app through campaigns and supply gaps by recalculating every day how much stock can be sold.

Automated SKU Data Enrichment for Odoo ERP — HTML, JavaScript

- Converts product barcodes into import-ready Odoo sheets with brand, category, and ETA mapped automatically, moving SKU creation from about 30 minutes per 10 SKUs to large batches in minutes.

Employee Offers Store — React, Supabase

- Lets MNT-Halan employees browse staff offers by category and register orders for warehouse pickup, replacing informal offer sharing.

Commercial Dashboards — Power BI, HTML

- Tracks sales, margin, and commercial KPIs, giving the commercial team one daily view of performance.

Volumetric Weight & Vehicle Load Calculator — Python, Excel

- Calculates volumetric weight and vehicle load for bulky, lightweight SKUs (snacks, tissue, diapers), flagging oversized items early for delivery planning.

SKILLS

Commercial & Planning: Pricing Analysis, Competitor Price Benchmarking, Margin Analysis, Supplier Deal Evaluation, Purchasing Analysis, Demand Forecasting, Inventory Analysis, Reorder Quantity, Safety Stock, Supply Chain

Data, BI & Automation: Statistical Analysis, Python (Web Scraping & Automation), SQL, Advanced Excel, Power BI, HTML Dashboards, AI-assisted Automation

Master Data & Systems: Master Data Management, Product Catalog & Taxonomy, Data Quality & Validation, Odoo ERP, In-house ERP

Product & Collaboration: Product Requirements & Specifications, Process Design & Documentation, Cross-functional Coordination, Stakeholder Communication

EDUCATION

Bachelor of Management Information Systems | Pharaohs Academy, Cairo, Egypt — 2023
Academic Diploma in Computer Science | Cairo University — In progress

CERTIFICATIONS

- CS50: Introduction to Computer Science, Harvard University
- Basics of Pricing, Marketing Series, Udemy (Dr. Ehab Mesallum)
- Digital Marketing & Content Writing, Coursera

LANGUAGES

Arabic (Native) | English (Professional Working Proficiency)