

Ingrid Johansson

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Dear Nordväst Retail Group team,

Category managers do not need more raw trading data; they need reporting that immediately pinpoints where margin or operational efficiency is leaking.

My master's thesis with ICA Gruppen focused directly on grocery last-mile logistics across 40 stores. There, I built an Excel and Power Query reporting tool adopted by category planners that identified €120k in annual route savings. The work required taking fragmented operational data and structuring it into clear, repeatable insights for decision-makers—a direct match for Nordväst's supply chain and commercial rotations.

Translating complex ideas simply was also the core of my role as a Chalmers teaching assistant. By redesigning simulation exercises and leading weekly Excel labs for 60 undergraduates, I helped raise student pass rates by 14 points. Whether mapping a process, writing Power Query routines, or explaining findings to business partners, I focus on making technical detail accessible and actionable.

Across the graduate programme's rotations, my goal will be turning complex trading and supply chain datasets into pragmatic tools that help your category managers move faster.

Kind regards,

Ingrid Johansson