

Adithya Ajay Menon

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Enthusiastic M.Sc. Business Analytics student with a strong foundation in SaaS sales, customer engagement, and technical solution development. My academic background, complemented by hands-on experience in sales analysis and management, has equipped me with a robust understanding of enterprise software systems and the analytical prowess to drive operational excellence.

EDUCATION

University of Galway

Galway, Ireland

M.Sc. in Business Analytics

2023 - present

Core Subjects: Python, R, SQL, Strategic Management, Business Modelling, Statistics, Decision theory & AI analytics, ERP & CRM, Storytelling through Power BI, AWS. Predicted to graduate with 1.1 - First Class Honors

VIT University

Chennai, India

B.Tech Electronics & Computer Engineering

2016 - 2020

Don Bosco Higher Secondary School

Chennai, India

Passed with distinction.

2016

SKILLS

- Technical Skills: JavaScript, Python, ReactJS
- Tools: MS Excel, MS PowerPoint, MS Power BI, CanvasJS, Google Analytics 4, Hubspot CRM & Enterprise, AWS Hadoop env.
- Soft Skills: Team Player, Decision making, Problem-solving, Communication, Multi-tasking, Analytical Thinking, Attention to detail.

Fenopix Pvt. Ltd.

Technical (SaaS) Sales Analyst

2020 - 2023

- Spearheaded the integration of CanvasJS across multiple client projects, enhancing product adaptability and customer satisfaction through technical solutions.
- Engaged potential clients for CanvasJS integration within Angular, React, and VueJS environments, enhancing product adaptability and customer satisfaction.
- Drove a 12.3% increase in annual revenue by strategizing new licensing models based on comprehensive market analysis and customer feedback.
- Developed and spearheaded a team which targeted marketing campaigns, leveraging HubSpot CRM to analyze sales trends and customer interactions, reducing churn rate by 4%.
- Managed a CRM database of over 50,000 potential clients with HubSpot, developing 20+ dashboards for real-time sales trends and marketing insights, leading to enhanced customer engagement.
- Exceeded sales targets consistently, setting a company record by selling 32 licenses in a month and generating over \$220,000 in sales, demonstrating exceptional sales acumen and strategy execution.
- Designed and executed targeted marketing campaigns for key sales events, leveraging HubSpot to reach over 20,000 leads, significantly increasing lead conversion rates.
- Directly facilitated the license procurement process, handling POs from high-profile clients including NASA, Bombardier, and Innopharma and navigating complex sales cycles and fostering strong client relationships.

VOLUNTARY EXPERIENCE

Career Development Center, University of Galway

Galway, Ireland

Career Development Center Volunteer

- Collaborated with the Career Development Center team to plan, coordinate, and promote job fairs, workshops, and networking events.
- Provided guidance and support to fellow students attending job fairs, offering advice on resume building, interview preparation, and effective networking strategies. Helped students in maximizing opportunities for internships and employment.

CERTIFICATES

Hubspot -

- Inbound Sales - Hubspot
- Inbound Marketing - Hubspot
- CRM – Hubspot

Employability Award –

- Recipient of the Employability Award provided by the University of Galway

PROJECTS

Market Mastery: Analysis of Consumer Trends and Behaviors

Conducted an in-depth market trend analysis using Python and R, deriving actionable insights to inform strategic sales decisions, demonstrating an ability to leverage data in driving business growth. Utilized Python for intricate data analysis, Excel for data organization and management, and Power BI & PowerPoint for creating a compelling info-graphic report. Sophisticated association algorithms like Apriori segmentation algorithms were utilized to uncover deep insights into consumer behaviors and market trends. Delivered persuasive presentations on the analysis, facilitating knowledge exchange, and fostering collaborative discussions among peers and professors.

Sales Performance Dashboard - using PowerBI

Implemented a sales dashboard using PowerBI which showcases sales KPIs to monitor and gain insights from a central place while helping sales team to plan and position sales goals through detailed analyses of branch performance, customer engagement rates, and individual product category sales.

Distributed Attendance System

Developed a smart attendance system for institutions using state-of-the-art AI models for facial recognition, integrating with Android/iOS apps and a fully developed ReactJS website. This system utilizes an advanced AI based Level-based Authentication System, designed to handle potential threats, and spoofing with minimal computational demands. The project signifies a breakthrough in secure and efficient attendance management with an innovative approach to tackling the complexities of liveness detection.

ACHIEVEMENTS & HONOURS

Best Project Award in TARP Competition

Awarded the Best Project for the Distributed Attendance System among 100+ projects submitted to the university wide TARP (Technical Answers for Real-world Problems) competition. This accolade recognizes the project's innovation and practical application in addressing real-world challenges.