

ADITYA SINGH

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Sales Analytics & Ops Lead with 5+ years' experience designing forecasting models, automating Salesforce CRM workflows, and driving GTM strategy for high-growth B2B teams. Proven track record using data to deliver actionable insights, streamline sales cadences, and unlock revenue growth.

Professional Experience

Senior Analyst, Sales Operations | [Liberty Mutual Insurance](#) | **Seattle, WA**

Jan 2024 – Present

- Developed an end-to-end SQL-based policy ID tool adopted company-wide, eliminating errors by 40% and saving \$150K annually; included doc writing, A/B testing, and stakeholder training for scale-up.
- Designed a robust staffing & payout forecasting model for 200+ agents using SQL and Excel, aligning call volume, handle time, and conversion with growth targets, reducing overtime by 18% and saving \$250K.
- Analyzed B2B sales funnel for the Commercial Lines Sales Center (CLSC); collaborated with Marketing to shift lead allocation, boosting bind rates by 9% and increasing high-quality lead share by 14%.
- Partnered with Underwriting to refine quote flow controls, tightening risk levers with Smart Choice partnership; improved Loss Ratio by 18% and delivered \$1.2M annual savings.
- Built forecasting and territory models to align quotas with growth goals; partnered with Sales Leadership to set stretch targets, lifting quality lead conversion by 14% and cutting quota shortfall by 20%.
- Built and maintained Salesforce dashboards to track pipeline health, top deal status, and opportunity stage conversion for weekly and monthly business reviews (MBRs & QBRs)
- Delivered Power BI dashboards and leadership updates to monitor performance by leads, channel, and campaign type.

Analyst, Sales Operations | [Liberty Mutual Insurance](#) | **Seattle, WA**

Jan 2023 – Dec 2023

- Diagnosed a 15-pt drop in Zebra lead conversions; used SQL to trace root cause and partnered with Product to revise quote flow, reducing drop-off by 50% at bind stage.
- Flagged a loophole in new business discount misuse through advanced SQL logic; findings drove an underwriting policy update, saving \$8.9M in premium leakage.
- Led a special project to redesign Salesforce CRM workflows for pipeline management, automating deal stage tracking and flagging at-risk opportunities; reduced manual updates by 30% and improved sales cadence efficiency.

Analytics Intern | [Liberty Mutual Insurance](#) | **Boston, MA**

June 2022 – July 2022

- Collaborated with Product to run multivariate tests on the LM.com quote flow; analyzed results to streamline question logic and improve user navigation, driving a 15% increase in engagement and a 20% faster application completion rate.
- Aligned Salesforce CRM workflows with weekly forecast cadence & top deal tracking to drive predictable revenue planning.

Sr. Sales Analyst - Global Growth | [LocoNav \(Series B\)](#) | **India**

Sep 2020 – Aug 2021

- Drove onboarding process revamp for B2B driver partners; managed project roadmap, A/B testing, and rollout communications, increasing completion rate from 19% to 78%.
- Delivered data-driven recommendations for user engagement growth using Mixpanel and cohort analyses, influencing product roadmap priorities.

Sales Operations Lead | [Limetrax \(Series B\)](#) | **India**

Sep 2018 – Sept 2020

- Increased lead gen by 17% and sales targets by 14% through lead scoring models based on restaurant size, & ratings.
- Streamlined sales workflows by analyzing CRM data, boosting efficiency by 20% and driving a 15% increase in revenue.

Education

Babson College, MA, USA

Sep 2021 – Sept 2022

- Master of Science (MS) in [Business Analytics](#)

Amity University, India

Sep 2016 – Sept 2019

- Bachelor of business administration (BBA) – [Finance and Analytics](#)

Skills

Technical Skills : SQL | Python | Salesforce Automation CRM | Mixpanel | SAS | Excel (Advanced) | Tableau | Power BI

Techniques: A/B Testing, Multivariate Testing, Forecasting Models, Sales Funnel Analysis, Compensation Design, Process Automation, Doc Writing & Presentation