



Sahil Pandita

Highly motivated and skilled sales associate with over 3 years of experience. Proficient in working with data sets to generate insightful reports for informed business decision-making and strategy planning. Area of expertise include business intelligence, market research, data visualization, strategy planning and business operations.

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WORK EXPERIENCE

Marketing Research Intern

Orchestra Technology Pvt. Ltd, Navi Mumbai

06/2023 - 09/2023,

Achievements/Tasks

- Spearheaded a collaborative marketing initiative between college, local trains in Mumbai, and a prominent marathon event in Mumbai to enhance brand visibility and engagement.
- Achieved a 30% increase in brand recognition among college students through targeted campus promotions and events.
- Implemented strategic advertising campaigns on local trains, reaching over 500,000 commuters daily and resulting in a 25% boost in brand awareness within the local community.
- Spearheaded data-driven marketing strategies, leveraging analytics insights to drive a 15% increase in ROI by optimizing campaign targeting, messaging, and media placements.

Brand Champ/ Sales Associate

Royal Enfield Reliance Motors, Jammu

09/2019 - 08/2022,

Achievements/Tasks

- Orchestrated the entire sales cycle of Royal Enfield motorcycles, from initial customer inquiry to final delivery, resulting in a 15% increase in sales revenue and a 70% improvement in customer satisfaction ratings.
- Streamlined the sales process for Royal Enfield motorcycles, implementing a CRM system that reduced response time to customer inquiries by 40% and increased conversion rate by 25%.
- Utilized effective sales techniques and product knowledge to convert leads into sales, achieving a conversion rate of 80%.
- Collaborated with the marketing team to organize promotional events and campaigns, leading to a 25% boost in sales during promotional periods.
- Handling Microsoft Dynamic 365 CRM to manage customer inquiries, track sales leads, and ensure timely follow-ups, maintaining a 100% accuracy rate.

EDUCATION

M.B.A in Business Intelligence

B.K School of Professional and Management Studies,
Ahmedabad

09/2022 - 03/2024,

B.A in Sociology

Indira Gandhi National Open University, Delhi

10/2017 - 12/2021,

SOFT SKILLS

Adaptability

Leadership

Data Analytics

Team Work

Problem - Solving

Communication

Self - Motivation

Collaboration

Technical Skills

Advanced Excel - Pivot Tables, Charts, Lookups, Power Query.

Power BI - Extract Transform & Load [ETL], Data Modeling, DAX, Publishing, Reports, Dashboards.

SQL - Tables, Columns, Queries, Sub-queries, Views.

CERTIFICATES

Power Bi for Data Visualization (Data Camp)

Introduction to Tableau (Data Camp)

Business Analytics using Excel (Simplilearn)

Data Analysis with Python (IBM)

Introduction to SQL (Data Camp)

PROJECTS

Sales overview of Royal Enfield

Conducted a detailed analysis of Royal Enfield sales data to identify sales & growth. The goal of the project is to analyze the sales by city, sales of consultants, and make more informed business decisions.

Project Link: <https://shorturl.at/oyAOW>

INTERESTS

Travel - Enthusiast biker passionate for travelling adventure.

Sports-Enthusiastic about sports and a commitment to physical well-being