



Adithya S Rao

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Professional Summary

Business Analyst and Operations Executive with strong analytics expertise, bringing 4+ years of experience across OTT platform delivery, UK pre-sales analytics, and large-scale automotive operations. Experienced in bridging business analysis, operational execution, and data-driven decision-making to improve process efficiency, data accuracy, and SLA performance.

At Robosoft Technologies, I worked as a Business Analyst on OTT and digital platform initiatives before transitioning into UK pre-sales and operations analytics, where I refined data analysis and campaign support, improved lead data accuracy by ~50%, sales response time by ~20%, and outreach effectiveness by ~12%. Contributed to UK market entry and supported a \$1M automotive IT engagement through market research, RFP support, and solution design collaboration.

Previously at Spinny, worked as an Operations Executive managing inventory, ERP and CRM driven post-sales and delivery operations for 400–500 vehicles per month, improving inventory accuracy (80%+), reducing delivery delays, escalations, and documentation errors by ~30–40%, and strengthening customer data integrity by ~40%.

Holds an MBA in Operations & Supply Chain Management and a Bachelor's degree in Mechanical Engineering. Actively seeking roles in Operations Analytics, Inventory & Warehouse Management, Logistics, and Operations Excellence.

Core Skills

Operations, Inventory & Logistics

- Supply Chain operations, inventory accuracy & stock reconciliation
- Warehouse & logistics operations, hub coordination
- Vehicle & asset movement tracking
- Vendor, yard & refurbishment coordination
- Documentation & compliance management
- SOP creation & process optimisation

Business Analysis & Operations Analytics

- Business Analysis, user stories & acceptance criteria
- Requirements gathering, gap analysis, and process mapping
- SLA monitoring, TAT analysis & service performance improvement
- Operational data analysis to identify process gaps and inefficiencies
- Market & competitor research
- Pre-sales analytics, RFP support & proposal preparation
- Stakeholder management (Client, Product Owner, VP, CXO level)

Experience

• Robosoft Technologies

July 2022 – October 2025

Position: Business Analyst

- Worked as a Business Analyst on OTT and digital platform projects, supporting end-to-end delivery through requirements gathering, user stories, acceptance criteria, backlog management, sprint planning, and UAT coordination using JIRA.
- Collaborated with product owners, designers, and development teams on UI/UX and functional enhancements, improving delivery alignment and reducing rework during release cycles.
- Analysed delivery and operational data to identify process gaps and dependencies, improving cross-team execution efficiency by ~10%.
- Led the internal “ROB OTT” initiative, a structured knowledge-sharing project that enabled 50+ employees across technical and project teams to understand OTT platforms, including frontend flows, backend systems, integrations, and delivery models, strengthening overall domain capability and project readiness.
- Transitioned into UK market pre-sales and operations analytics, supporting market entry initiatives through market research, competitor analysis, and account intelligence.
- Supported inside sales and campaign teams using Apollo.io, ZoomInfo, Crunchbase, and Sales Navigator, improving lead data accuracy by ~50%, reducing low-quality leads by ~20%, and increasing outreach effectiveness by ~12%.
- Improved sales response time by ~20% by streamlining lead lists and coordination between research, sales, and leadership teams.
- Played a key role in securing Robosoft's first UK automotive IT project worth \$1M, supporting RFP responses, solution coordination, and executive presentations.

Key Impact

- Delivered Business Analysis and analytics support for OTT and digital products, including leading the “ROB OTT” initiative, enabling 50+ cross-functional team members to understand OTT architectures, frontend–backend flows, and delivery models.
- Improved delivery effectiveness and stakeholder alignment, while supporting UK market entry through analytics-driven pre-sales and inside sales enablement, coordinating smoothly across delivery, design, marketing, and sales teams.
- Contributed to winning Robosoft's first UK automotive IT project worth \$1M, supporting RFP preparation, solution coordination, and executive presentations for a large-scale digital application redesign.



• Spinny (Valuedrive Technologies)

August 2019 – October 2020

Position: Post Sales Operations executive

- Managed end-to-end inventory, post-sales, and delivery operations for 400–500 pre-owned vehicles per month across multiple hubs.
- Maintained real-time inventory visibility for 600–700 vehicles using ERP and Excel trackers, covering vehicle status, movement, refurbishment, and delivery readiness.
- Improved inventory accuracy by 90%+ through structured stock reconciliation, audits, and system-driven tracking.
- Reduced delivery, documentation, insurance, and communication escalations by ~60% through proactive coordination and clear ownership.
- Reduced documentation errors by ~30% and improved customer data accuracy by ~40% by strengthening ERP/CRM data controls and verification workflows.
- Reduced vehicle delivery and insurance processing TAT by ~15–20% through better inspection planning, vendor follow-ups, and scheduling.
- Owned ERP and CRM systems for post-sales operations, including vehicle movement updates, customer profiles, documentation, and insurance records.
- Prepared daily, weekly, and monthly operational reports for hub managers, city ops teams, and leadership.

Key Impact

- Improved inventory accuracy (90%+) and operational visibility across hubs using ERP-driven tracking and reporting.
- Reduced escalations, documentation errors, and delivery delays by ~30–40%, strengthening SLA adherence and customer experience.
- Enabled faster turnaround (15–20%) and data reliability through structured reporting and ownership of post-sales operations.

Education

• Master of Business Administration (MBA)

October 2020 – August 2022

Justice K S Hegde Institute of Management, Nitte | University: VTU

Marketing Management & Operations / Supply Chain Management & Logistics

• Bachelor of Engineering (B.E)

May 2015 – July 2019

Srinivas Institute of Technology, Mangalore | University: VTU

Mechanical Engineering

Awards

- Spark Award – Robosoft Technologies (2024)
- Best Employee Award – Spinny (2020)
- Runner-Up – Operations Event, USHUS 2021 – CHRIST University (March 2021)
- Runner-Up – Operations Event, USHUS 2021 – CHRIST University (November 2021)

Certification and Additional Knowledge

- **Advanced Business Analysis:** BACentric
- **Business Analysis Fundamentals:** Udemy
- **Basics of Logistics, Fleet Management and Warehouse:** iON Digital Hub
- **SAP S/4HANA:** Udemy
- **SAP for Beginners:** Udemy
- **Bloomberg Market Concepts (BMC):** Bloomberg
- **Generative AI Mastermind:** Outskill
- **Fundamentals of Digital Marketing:** Google
- **Creativity, Design Thinking and Innovation for Business:** Udemy
- **Power BI workshop:** Office Master

Tools used

- Advanced Excel (Pivot tables, lookups, dashboards)
- Power BI (team & leadership dashboards)
- ERP systems (Power user + configuration exposure)
- JIRA, Salesforce, Odoo ERP, CRM
- Apollo.io, ZoomInfo, Crunchbase, Sales Navigator

Additional Information

- **Languages:** English, Kannada, Hindi
 - **Nationality:** Indian
 - **Availability:** Immediate joiner
 - **Open to international relocation, including UAE, Saudi Arabia, Oman, and Qatar**
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