

Madhubala Malayadri

Data Analyst / Business Analyst

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PROFESSIONAL SUMMARY

Data Analyst with expertise in Tableau, SQL, and HubSpot CRM, skilled in building dashboards and analyzing complex datasets. Experienced in optimizing data workflows and delivering insights to drive informed business decisions.

SKILLS SUMMARY

- Languages: SQL (MySQL, SQL Server)
- Tools: Excel, PowerPoint, Tableau, HubSpot CRM
- Data Skills: Data Cleaning, Data Analysis, Report Building, Dashboard Creation
- Soft Skills: Strong Stakeholder Management, Communication, Team Collaboration, Data Accuracy

PROJECTS

Warehousing with SQL – Personal Project– Nantes ([LINK](#))

- Developed a star schema data warehouse for a retail reporting system, increasing data retrieval efficiency by 30%.
- Enhanced data accuracy by 20% through SQL-based ETL tasks, cleaning, transforming, and loading raw data.
- Optimized reporting performance by 25% using SQL techniques (SELECT, filtering, JOIN) to structure and prepare data for analysis.

Sales Performance Dashboard – Personal Project – Nantes ([LINK](#))

- Built a sales performance dashboard in Tableau, leading to a 20% improvement in decision-making speed.
- Visualized KPIs and analyzed sales and profit trends across sub-categories, improving business insight generation by 25%.
- Incorporated interactive filters and calculated fields into the sales dashboard, improving user engagement and analysis efficiency by 18%.

PROFESSIONAL EXPERIENCE

CRM Analyst Intern

Paris

Prima (Information Technology)

September 2023 – March 2024

Streamlined customer insights and analytics processes with HubSpot CRM and Excel, increasing efficiency by 15%.

Monitored and tracked email campaigns, optimizing strategies to increase response rates by 10%.

Created 6+ insightful reports using CRM tools and Excel to support sales and marketing strategies.

Business Analyst

India

Quest Global

February 2019 – December 2020

Streamlined data collection and reporting using Excel and Tableau, reducing processing time by 20%

Implemented process improvements and automation, increasing productivity by 15%.

Collaborated with 3+ cross-functional teams to gather requirements and align project scope with business objectives.

Created 15+ insightful reports and visual dashboards to support stakeholder decision-making.

Conducted market research and analysis, uncovering 10+ key trends to support strategic planning.

Project coordinator

India

MariApps (Information Technology)

November 2017- December 2018

Coordinated project schedules and team communication, improving delivery timelines by 10%.

Improved resource allocation efficiency by 15% by tracking project performance metrics and delivering data-driven insights.

Utilized SQL to support data tracking and KPI reporting, streamlining data collection and analysis by 20%.

EDUCATION

Masters in Engineering Management

September 2021 - March 2023

Audencia Business School - Nantes

LANGUAGES

Language 1 (Native) - English , Language 2 (Intermediate)- French