YOGESH PATI

Strategic Business Development & Analytics Consultant

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PROFILE SUMMARY

Dynamic and results-driven Business Development professional with 6+ years of experience in strategic planning, market expansion, and client acquisition. Skilled in utilizing data analytics, AI tools, and Agile methodologies to drive business growth, develop market insights, and establish long-lasting client relationships. Proven track record in team leadership, sales strategy, and revenue generation across the EdTech and consulting industries.

TECHNICAL SKILLS

Data & Analytics: Python, Tableau, Excel, Google Analytics
AI Tools: ChatGPT, Copilot for market analysis and content creation
Development: Flutter, Dart, Android Studio
Project & Design Tools: JIRA, Figma, Canva

BUSINESS & ANALYTICAL SKILLS

Business Strategy & Growth: Market Expansion, Revenue Generation, Customer Engagement, Strategic Partnerships
Sales Leadership: Team Building, Performance Management, CRM Utilization (LeadSquared)
Client & Partner Management: Stakeholder Collaboration, Relationship Management, Customer Retention Strategies

PROFESSIONAL EXPERIENCE

Business Consultant   Feb '22 - Oct '24

EduVoyage Solutions (Neelakantha Enterprise)   Hyderabad, IN

- Drove a 20% surge in student admissions by harnessing **AI tools (ChatGPT 4, Copilot)** for market analysis and content creation, solidifying EduVoyage Solutions as a pivotal player in student admissions consulting
- **Project Efficiency**: Applied Agile methodologies (Scrum) to enhance project efficiency by 20%, implementing automation for coding and establishing a streamlined EduVoyage website, boosting user engagement by 30%.
- Forged symbiotic alliances with institutions to elevate EduVoyage's market presence, streamlining client acquisition strategies via data-driven insights and **CRM systems** for enhanced client relationship management

Business Development Manager   Mar '18 - Oct '21

BYJU'S (Think & Learn Pvt. Ltd.)   Pune, IN

- Led the growth initiative in Maharashtra and Chhattisgarh, **doubling revenue** by implementing customer loyalty strategies such as referral rewards and a VIP program
- Directed and mentored a team of 45-60 BDTs and 20-25 BDAs, emphasising **coaching, performance management, and CRM optimisation through LeadSquared**, resulting in surpassing customer satisfaction goals
- Employed Tableau and LeadSquared in Analytics & CRM operations to generate actionable insights for **optimising tools and improving client acquisition strategies**, resulting in a 30% enhancement in client acquisition and identification of target segments for enhanced lead generation strategies

EDUCATION

Executive PG Program in Data Science (Business Analytics)   Dec '22 - Apr '24

IIIT Bangalore

Post Graduation Diploma in Management (Marketing)   May '16 - Apr '18

Kirloskar Institute of Management, Pune

PERSONAL INTERNSHIPS AND PROJECTS

- **Build Your Own Product (BYOP) - FuSSION CRM**: Developed a CRM app for MSMEs, enhancing UX with ChatGPT-driven insights, Flutter, Dart, and Agile in JIRA; conducted USP research, authored PRD/BRD, and implemented AI analytics dashboards for continuous user-focused updates.
- **Stock Analysis & Strategic Portfolio Management**: Conducted technical analysis using CAPM and predictive models, delivering insights to optimize investor decision-making.
- **Customer Segmentation & Churn Prediction**: Analyzed customer behavior for targeted marketing, increasing conversions; delivered insights via Jupyter Notebook and PPT.