

RAJA SHEKAR REDDY

ASPIRING BUSINESS ANALYST WITH A MARKETING & DATA INSIGHTS BACKGROUND

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SUMMARY

Actively seeking opportunities in **Business Analytics**, where I can apply my 3+ years of experience in consumer analytics, business insights, and KPI development to drive data-informed decision-making. A results-driven Marketing professional proficient in **Advanced Excel, SQL, and Power BI**, with strong expertise in data visualization, trend analysis, and performance optimization. Passionate about leveraging data to uncover insights and solve real business problems.

TECHNICAL SKILLS

- Data Analysis | Advanced Excel (Pivot Tables, VLOOKUP, Power Query, Record Macros)
- Microsoft Power Point
- SQL (DDL, DML, Joins, Data Extraction & Cleaning)
- Power BI (Dashboard Creation, DAX, Data Modeling)
- Data Visualization | KPI Reporting | Forecasting
- Lucidchart
- Jira

SOFT SKILLS

- Business Intelligence | Stakeholder Communication | Problem-Solving
- Market Research | Campaign Performance Tracking

PROFESSIONAL EXPERIENCE

Aspiring Business Analyst | Marketing Executive
Tulasi Technologies Pvt Ltd, Bengaluru

April 2022 - Present

Sales & Product Analysis

- Conducted in-depth sales and marketing data analysis to uncover KPI trends, enabling data-driven strategic decisions and improving marketing efficiency by 21%.
- Built automated Excel dashboards and reports using Power Query and Pivot Tables, monitoring sales pipeline, campaign performance, and key metrics.
- Performed KPI anomalies and provided actionable insights to stakeholders for optimization.
- Used SQL to extract, transform, and analyze product performance data, guiding monthly forecasts and business planning.
- Collaborated with Product and Tech teams to implement frontend event tracking for clickstream analysis and validate events in staging and production.

Stakeholder Collaboration

- Managed cross-functional collaboration across Sales, Marketing, and Tech teams to fulfill deliver insights, and ensure smooth communication.
- Onboarded and supported 110+ clients, often exceeding expectations to deliver customized insights and enhance customer success.

A/B Testing - Mail's and Front End ERP

- Conducted A/B testing analysis to evaluate the impact of new product features and user interface changes on engagement and conversion rates.

BRD & SLA Documentation

- Created comprehensive Business Requirement Documents (BRDs) and defined Service Level Agreements (SLAs) by closely working with cross-functional stakeholders including Product, Tech, and Sales teams.

Sales Representative Supervisor | N Square Retail, Bengaluru

May 2018 - March 2022

- Managed sales operations and drove ₹1 crore+ revenue in staple foods between 2019 and 2021 through data-backed sales analysis.
- Analyzed product demand and market trends using Excel, improving sales forecasting and inventory planning.
- Conducted competitor & market analysis, refining pricing strategies and optimizing revenue growth.

ANALYTICAL PROJECTS

Bank Loan Customers Analysis

- Analyzed over 39,000 loan records, generating insights on loan growth trends, repayment behaviors, and loan statuses using dynamic visualizations.
- Applied Power Query and DAX to clean data, merge datasets, and create charts, improving risk assessment and decision-making efficiency.

Employee Demographics and Performance Dashboard

- Analyzed Small HR records to developed a dynamic dashboard analyzing employee demographics, performance, and salary distribution across departments and countries.
- Enabled management to make data-driven decisions on staffing, compensation, and company growth by visualizing key HR metrics.

Pizza Sales Analysis

- As part of a business analysis challenge by Maven Analytics, I worked as a BI Consultant for Plato's Pizza, a Greek-themed pizzeria. The goal was to analyze one year of transactional data to generate insights that could boost sales, optimize operations, and improve customer experience.
- Identifying peak business hours and days
- Analyzing pizza sales performance (best vs. worst sellers)
- Calculating the average order value

EDUCATION

Bachelor Of Computer Science

Periyar University, Salem

May 2015 — May 2017

Pre-University Course

The Krupanidhi Group of Institution, Bengaluru

March 2011 — July 2014

ADDITIONAL INFORMATION

- **Languages:** English, Kannada, Telugu, Hindi
- **Certifications:** IBM - Data Visualizations (Offline), Cisco Networking Academy - Data Analytics Essentials (Online), HackerRank - SQL (Intermediate) - (Online), Forage - JPMorgan Chase & Co. - Excel Skills (online)