RAJA SHEKAR REDDY

DATA-DRIVEN MARKETING EXECUTIVE

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SUMMARY

Marketing professional with 3+ years of experience in consumer analytics, business insights, and KPI development. Proficient in Advanced Excel, SQL, and Power BI, with expertise in data visualization and trend analysis. Passionate about leveraging analytical skills to drive strategic decision-making.

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

Marketing Executive at 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.

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.

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.

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   May 2015 — May 2017
Periyar University, Salem

Pre-University Course   March 2011 — July 2014
The Krupanidhi Group of Institution, Bengaluru

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)