

# GOKUL M

Email: [mgokul59@yahoo.com](mailto:mgokul59@yahoo.com) | Mobile: +919538532433 | [LinkedIn](#) | Bengaluru, India

Data enthusiast and strategic Business Analyst with 6+ years of experience. Worked with 2 successful startup unicorns, leveraging complex data to interpret real time business insights and support impact decision-making. Skilled in conducting business process modelling stakeholder management, analytical problem solving and data storytelling.

## TECHNICAL SKILLS

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- **Data & BI Tools:** Excel & Google Sheet | Metabase | Power BI & Looker Studio
- **Programming Languages:** SQL – Querying & ETL | Google App Script | Python – EDA | Power Automate
- **Cloud Computing & Tools:** GCP & Postman-API | Jupyter Notebook | Singularity

## CORE COMPETENCIES

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- Business Strategy & Scaling
- Problem Solving & Critical Thinking
- Cross Functional Collaboration
- Process Automaton & Optimization
- Data Modelling & Visualization
- Data Mining & Analytics

## WORK EXPERIENCE

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### BLACKBUCK, BUSINESS ANALYST

Nov 2022 - Mar 2025(Bengaluru, India)

- Managed end-to-end **sales analytics, business metrics tracking**, ensuring operational efficiency of channel consisting of **2000+ PAN India** sales executives.
- **Automated day-to-day reporting** workflow using Python, App scripts, APIs and Power Automate, reducing the manual efforts with improved accuracy and visibility.
- Initiated and **led sales hygiene activities, new incentive & salary framework** to boost the overall productivity of the sales teams.
- Closely worked with under-performing regions, identified and resolved their business challenges which impacted on channel revenue growth.
- Prepared short-term and **long-term sales strategy** involving **manpower optimization, productivity enhancement**, process design and alignment.
- **Collaborated with Tech and Product** teams to integrate sales KPIs, earnings, current and previous performance of sales executives into Blackbuck sales app.
- Engaged with sales teams, to align and tracked their adoption to new policies and products released by organization.

### UDDAN, Sr. MIS ANALYST

Dec 2019 - Nov 2022 (Bengaluru, India)

- Designed, developed and maintained **sales and operations metrics trackers** and **dashboard** to draw strategic insights for teams across the departments using data visualization tools
- Custodian for providing **ad hoc data analysis** to team members across the departments and collaborated with department managers to review the performance of team.
- Created **monthly and weekly reports** with **advanced Excel and SQL (data platform)**, identified trends, and assessed performance to drive improvements.
- Collaborated with **cross-functional** teams to gather reporting requirements and deliver customized MIS reports aligned with business objectives

### ZENITH NUTRITION PVT LTD, MIS EXECUTIVE

Jan 2019 - Nov 2019 (Bengaluru, India)

- Collected and stored organization data from multiple resources and delivered daily and weekly reports.
- **Coordinated with vendors** to track delivery statuses and resolved customer queries regarding product selection and orders.
- Created customized reports using google sheets and used Lead squared for tracking and managing sales leads, leading to a **20% improvement** in process efficiency.

## EDUCATION

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**Don Bosco Institute of Technology (B.E, Mechanical) July 2013 - June 2017 (Bangalore, India)**

### • **Certified Business Analytics course from AnalytixLabs**

Understood the fundamentals of Data Analytics. Worked on Python libraries for Data Analysis. Learnt analytics tools Advanced Excel, SQL, Tableau & SAS