VIJAY CHANDRA ATHELI

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SUMMARY

Salesforce-certified Application Architect and Analytics enthusiast experienced in delivering Salesforce CRM and data-driven analytics solutions across financial services, higher education, nonprofit, and Fortune 500 industries. Skilled in customer discovery, business process mapping, requirements gathering, and translating high-level business needs into agile user stories. Proficient in Salesforce Sales, Service, Experience, and Marketing Clouds, with working knowledge of APIs, integration tools, and security rules.

CERTIFICATIONS

- Salesforce Certified Application Architect
- Salesforce Certified Platform Data Architect
- Salesforce Certified Sharing and Visibility Architect
- Salesforce Certified Platform Developer I
- Salesforce Certified Administrator
- Salesforce Certified App Builder
- Salesforce Certified Business Analyst
- Salesforce Certified Sales Cloud Consultant

PROFESSIONAL EXPERIENCE

Risepoint LLC   Boston, MA
Marketing and Operations Intern   June 2025 – Sept 2025

- Delivered 9 Salesforce Sales Cloud analytics solutions to improve student success workflows and increase conversion efficiency.
- Designed Cycle-Time Analysis Tableau dashboard integrated with Salesforce data for 1,000+ enterprise users, enabling executives to self-serve Operational KPIs and enrollment funnel insights.
- Collaborated with Partner Marketing Managers to document requirements, assess gaps, and design improvements to support enrollment operations.

FourBlock - Veteran Career Readiness   Boston, MA
Salesforce Analytics Intern   Jan 2025 – Apr 2025

- Conducted campaign analysis and trend assessments on 5 years of Salesforce enrollment data, identifying insights that drove a projected 20% increase in donor engagement and improved program expansion strategy.
- Delivered KPI dashboards and executive summaries, translating complex data into actionable insights for leadership decision-making.

Deloitte Consulting LLP   Hyderabad, TG, India
Business Analyst   Sept 2021 – Aug 2024

- Enhanced sales operations for Fortune 500 insurance client on Salesforce strategy by aligning platform capabilities with business requirements, enabling adoption by 2,000+ employees across Sales, Service, and Experience Cloud.
- Led requirements gathering and Agile user story creation, accelerating feature delivery and improving alignment between business needs and Salesforce solutions.
- Partnered with cross-functional teams to implement and test 150+ Salesforce features (Flows, Lightning Components, custom objects), enhancing usability and cross-unit engagement.
- Collaborated with MDM teams to define data governance standards and resolve historical data integrity issues, improving reporting accuracy and alignment with enterprise master data.
- Co-led automation of annual sales planning, replacing Excel workflows with Salesforce-driven processes that streamlined goal allocation for 1,200+ executives and sales teams.
- Supported system stability and adoption by re-engineering the Opportunity framework, optimizing performance and ensuring smoother sales operations through a 15–25% reduction in system queries.
- Partnered with technical teams to support release management and CI/CD practices (AutoRabit, Copado), ensuring reliable deployments and stakeholder confidence in production releases.
- Honors: Deloitte's Applause Award (Oct 2022), Spot Awards (May 2023, Dec 2023 and May 2024).

EDUCATION

Northeastern University   Boston, MA
D'Amore-McKim School of Business - Master of Science in Business Analytics   Sept 2024 – Dec 2025

Chaitanya Bharathi Institute of Technology   Hyderabad, TG, India
Bachelor of Engineering in Electrical and Electronics Engineering   Aug 2017 – June 2021

LEADERSHIP ROLES

Graduate Career Center Advisory Board Member - D'Amore-McKim School of Business   *Jan 2025 - Present*

- Represented the MSBA cohort and led student-focused initiatives by advising the Career Center on programming, communication strategy, and employer engagement.

SKILLS

- **Business & Consulting**: Stakeholder Engagement, Requirements Gathering, User Stories, Agile/Scrum, Process Mapping, Strategic Problem Solving
- **Salesforce CRM**: Sales/Service/Experience/Financial Cloud, Reports & Dashboards, Flows, Validation Rules, Security & Access (Profiles, Roles, Permission Sets)
- **Data & Analytics**: Tableau, Power BI, CRM Analytics, Excel (Pivot Tables, VLOOKUP), SQL, Python (analytics)
- **Collaboration Tools**: Jira, Confluence, Git, Agile Project Management

PROJECTS

Multi-Brand ML Prediction Engine

- Developed ML solution predicting used car prices across multiple brands using Python (Pandas, scikit-learn, joblib), optimizing regression models (LR, Decision Tree, Random Forest) for 9 car brands on performance metrics.
- Engineered comprehensive data pipeline handling categorical features via one-hot encoding, managing missing values, and transforming vehicle data into model-ready features for accurate price prediction.
- Designed modular architecture with automated evaluation procedures ensuring prediction reliability, and built interactive web application enabling users to input vehicle specs for instant price estimates.

Airbnb NYC Market Analysis

- Cleaned and integrated listings and reviews datasets using Python and Excel, resolving inconsistencies and preparing structured inputs for analysis.
- Performed sentiment analysis on customer reviews and visualized booking trends, pricing strategies, and host behaviors using Tableau (heatmaps, bubble charts, word clouds).
- Delivered a dynamic, filter-enabled dashboard with geospatial mapping and key insights on occupancy, host trust factors, and profitability strategies for short-term rental platforms.

Revenue Analytics for Brewery

- Built a multiple linear regression model to quantify the impact of live music events and weekend status on daily revenue at Ledge Brewing Co., alongside applying Random Forest and Decision Tree models to forecast sales based on weather patterns using local and Boston-based weather APIs.
- Integrated and analyzed structured datasets from music event logs, weather feeds, and sales records to identify key drivers of customer turnout and revenue fluctuations.
- Delivered actionable insights—such as weather-informed promotions and optimized music scheduling—to improve operational planning and maximize weekend revenue.

Retail Analytics and Insights

- Performed end-to-end customer, sales, and store-level analysis for a multi-store apparel retailer, integrating and cleaning datasets using R (dplyr, ggplot2).
- Engineered regression models to predict gross margins with ~73% accuracy, identifying key drivers such as sale amount, pricing strategy, seasonal trends, and product categories.
- Conducted seasonality and sales performance analysis across four retail locations, uncovering store-specific profitability gaps and pricing improvement opportunities.
- Delivered actionable business insights and visualizations via boxplots, bar charts, and scatter plots to support targeted pricing, inventory planning, and store-level strategies.

Data Profiling, Transformation, and Automation

- Developed a comprehensive data pipeline to enhance data quality and support advanced analytics. Integrated complex SQL commands to build a robust database schema and perform advanced data manipulations; utilized Python (Pandas, Numpy, BeautifulSoup) and Alteryx for data profiling, cleansing, validation, and transformation.
- Produced comprehensive reports that improved dataset integrity and supported data-driven decision-making.

Database Design and Integration for Educational Institutes

- Designed and integrated a centralized database system for managing student enrollment and campaign data, ensuring data consistency and integrity across multiple datasets using Google AppSheet.
- Developed dynamic views and slices (e.g., location-based distribution, status-based filters) to enhance data accessibility and real-time reporting, improving decision-making efficiency.
- Implemented offline data capture and synchronization, optimizing the system for field representatives with limited connectivity, ensuring up-to-date records and seamless data entry.