

Gaurav Baluja

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EXPERIENCE

Hoist – Data Enablement Associate : Inside Sales

April 2021 - Feb 2023

Hoist is an all-inclusive tech-based business management platform. It's the platform to start and scale a painting business

- Analysing & tracking improvements using Mode on Ad-hoc basis.
- Designing , analyzing & tracking refund process and liaison with source representatives.
- Designing various Quality Control parameters tailored according to the company's vision and needs.
- Qualitative Analysis of both Business Growth and Home Owner Growth.
- Team Handling - Quality check of pre-sales team - [mid of funnel team of 7 contact agents] - on a day to day basis.
- First-hand experience with CRM software - Hubspot and Regal Voice
- Liaison with Growth/operation strategist on designing and analyzing various strategies to improve the qualification rate of leads.

SS Solar Specialty · Ludhiana · Punjab — Regional Marketing Head

Sept 2015 - March 2021

- Supervision on day to day operations and sales growth in retail space - Ludhiana.
- Inquiry Generation and Sales Conversion for New E.P.C of Solar systems for both residential and industrial use.
- Taking care of all the P.S.P.C.L and P.E.D.A approvals required for the installation of the ON- GRID solar system.
- Creating Detail Project Reports for all projects.
- Managing social media handles.
- Successfully managed, procured Installation around 500 kw solar system.
- Maintained 55% Conversion rate on leads.

PROJECTS

1. Organic Leads Dashboard

To find out the contribution of each source of Organic leads in order to focus on the main areas of generating organic leads Pointers & To see which business owner is able to convert organic leads and during which period in order to understand the behavior.

2. Cleveland's Crime Analysis

To evaluate the number of crimes based on location, and the types of crimes

SKILLS

Analytics

SQL

Data Visualisation

Sales Support

Tools

Python

Mode

Big Data Query

My SQL

Tableau

Advance Excel

Regal Voice (CRM)

Hubspot (CRM)

Interpersonal

Determined

Adaptable

Team Player

Strong Communicator

Problem-Solving

COURSES & CERTIFICATIONS

Google Data Analytics

The Ultimate My SQL Bootcamp – From Beginner to Expert

Advanced Excel Formulas – Skill Nation

Python for Absolute Beginners

EDUCATION

Guru Nanak Dev Engg. College, Ldh

B.Tech

Portfolio Link

<https://www.mavenanalytics.io/profile/Gaurav-Baluja/157285548>

