

ANIRUDH BARGUR

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CAREER OBJECTIVE

Dedicated and results-driven Information Technology and Management Master's graduate with experience in Salesforce Platform, Project/Product Management, and Business Analysis, currently seeking a full-time position as a Business Analyst where I can lend my skills to help companies achieve their Stakeholder Satisfaction.

EDUCATION

The University of Texas at Dallas

December 2023

Master of Science, Information Technology and Management

Visvesvaraya Technological University, Bangalore, India

July 2019

Bachelor of Engineering, Electronics & Communications Engineering

SKILLS and CERTIFICATIONS

Analytics - CRM Analytics, Tableau, SQL, SOQL, Python, Power BI, MS Excel, JSON, SAQL.

Project Management – Agile Scrum, User stories, Budgeting, Scheduling, Scope & Strategy, Defining KPIs, Stakeholder Management, Figma, Kanban, JIRA, GitHub.

Awards - The 2022 UT DALLAS SALESFORCE PRODUCT MANAGER.

Cloud - AWS S3, EC2, Microsoft Azure Fundamentals.

Certifications - **Salesforce Certified Admin, Salesforce Certified Platform App Builder, Salesforce Data Cloud, Salesforce CPQ.**

PROFESSIONAL EXPERIENCE

Electronic Transaction Consultants (ETC), Dallas, Texas

May 2023 – August 2023

Project Management Intern – Business Analysis

Helped ETC (Toll Consultants) Transform Toll Operations by data-driven initiatives with SQL, advanced analytics, and visualization tools like Tableau and Looker, achieving reduction in customer churn, surge in profits, traffic bottleneck reduction, and increased toll road usage during holidays.

- Spearheaded the analysis of Toll datasets using SQL, employing statistical & Financial models to uncover Key Churn drivers which resulted in a 15% reduction in customer churn rate within the first quarter.
- Established Key Performance Indicators (KPIs) by utilizing Data Analytical techniques like Descriptive Analysis and Data Visualization through Looker resulting in 25% surge in toll profits and 10% reduction in traffic bottlenecks.
- Demonstrated data-driven decision-making skills using SQL, Advanced MS Excel - VBA, Power Pivots, Tableau and Looker resulting in increased Toll Road usage by 20% during the Holiday Season.
- Enhanced data judgement efficiency for the client by creating and presenting toll performance reports through adept data cleaning, manipulation, querying, and integration using SQL, Looker and Tableau saving stakeholders 25% of their data resolution time.

Thanawalla Digital, Dallas, Texas

March 2022 – January 2023

Salesforce Admin & Solution Engineer Intern

Facilitated complex data integration initiatives with a FORTUNE 10 client, managing 150 million+ Salesforce records through the development of a Leads Distribution system utilizing Heroku Cloud, Postgresql, Mulesoft Anypoint, and Salesforce Lightning technologies and also Employed Salesforce solutions, including Lead Assignment Rules, Flows, and CRM Analytics, optimizing lead life cycles for Territory Lead Managers nationwide, and collaborated on implementing secure data servers and pipelines, along with innovative Lead Cutting application integrating Google Maps and Salesforce CRM to enhance lead management within the Salesforce ecosystem.

- Led a team of 5 Engineers to develop a Custom Application using Salesforce equipped with CRM Analytics for a non-profit organization resulting in increased donations by \$10,000 and a 35% increase in donor retention rate.
- Developed a scalable solution using Salesforce Data Integration methods, Reports & Dashboards that empowered the non-profit to analyze Donor Data trends in real-time, resulting in 70% more effective fundraising campaigns.
- Implemented 50+ Objects, Fields, Workflows, and Page Layouts for 'THE GOD's CHILD PROJECT' Organization to enhance the User Experience (UI/UX) while enforcing Data Security at Object and Field Level.

- Spearheaded the Administration and Automation processes utilizing Flows, Users, Profiles, Permission Sets, Roles, and sharing rules within, leading to 25% reduction in manual efforts and streamlining process.
- Designed secure and scalable solutions in Salesforce using Flows, Validation rules, Custom fields, Page layouts, Custom objects, Lightning Web Component development for FORTUNE 10's 5G Sales Team resulting in efficient Customer Segmentation.
- Collaborated with Cross-Functional teams to analyze and develop a robust backup and disaster recovery plan using Data Migration techniques like Change Sets resulting in a 40% reduction in data loss in the event of outages.
- Utilized Salesforce Dataset Builder to create Dataset, Data Recipes using JSON and SAQL, Lens, Intuitive Dashboards to provide better Visibility and Decision making for FORTUNE 10's Optic Fiber team.
- Devised integration strategies for seamless data flow between FORTUNE 10 Client Databases and FORTUNE 10CRM using REST API and SOAP API, reducing data synchronization time by 20%.
- Engaged with a FORTUNE 10 organization to manipulate and integrate 150 million+ Salesforce records, orchestrating the development of a Leads Distribution system leveraging Heroku Cloud, Postgresql, Mulesoft Anypoint, and Salesforce Lightning technologies.
- Analyzed Salesforce solutions using Lead Assignment Rules, Flows, CRM Analytics to optimize lead life cycles for Territory Lead Managers and Dealers throughout the United States.
- Collaborated with developers to Implement robust data servers and pipelines, ensuring the secure transfer and monthly ingestion of Salesforce data.
- Facilitated the development of a Lead Cutting application with Google Map and Salesforce CRM integrations, aiming to elevate lead management within the Salesforce ecosystem.

IBM Salesforce, UT Dallas – Team Lead

- Empowered a team of 3 developers to generate Einstein Prediction Builder for C-Suite Executives leveraging CRM Analytics, resulting in a 30% surge in customer interest for IBM offerings.
- Exercised state-of-the-art Artificial Intelligence and Machine Learning techniques to develop Robust Sales Productivity using Einstein Next Best Action leading to a 25% increase in Product Sales Prediction accuracy.

Tequed Labs Pvt Ltd, Bangalore, India

August 2019 – November 2021

Business Data Analyst, Junior Project Manager

Applied predictive analysis, SQL, Visualization, A/B testing methodologies, and real-time data processing for AdTech to optimize user engagement and ad performance, resulting in a boost in overall ad revenue, improvement in conversion rates, and a reduction in data latency. Led initiatives to build an AI-IoT Advertising System for the Government of India, supporting 150+ small businesses during the pandemic and achieving revenue increase and also ensured data accuracy and integrity in engineering a Women's Safety Device

- Employed predictive modeling to analyze user behavior and ad engagement patterns with SQL, Excel and Tableau contributing to a 25% boost in overall Ad revenue and client Ad visibility.
- Implemented A/B testing methodologies in ad campaign performance analysis, leveraging data visualization tools such as Tableau to provide actionable insights, leading to a 15% improvement in ad conversion rates.
- Established and maintained data pipelines for real-time data processing by utilizing insights from Web Analytics, Excel which streamlined data extraction processes and reduced data latency by 30% in AdTech analytics workflow
- Extracted and transformed data from Excel and other Databases to create meaningful datasets for analysis and maintained ad-hoc dashboards for visual representation of Key Performance Indicators using Tableau.
- Collaborate with cross-functional teams to develop data-driven strategies for business improvement and communicate complex data findings in a clear and understandable manner to the upper management.
- Championed a team of 15 Interns, in partnership with the GOVERNMENT OF INDIA to build an AI-IoT Advertising System for Bangalore City supporting 150+ small businesses during the pandemic and boosted company's revenue by 40%.
- Ensured Data accuracy, Data Integrity, Completeness, through data validation and cleansing processes engineering Women's Safety Device using Python and IoT technologies, making a transformative impact on the lives of over 10,000 users by reducing emergency response times by 20%.

CAREER ACCOMPLISHMENT - LEADERSHIP

- Led a team of 5 to create a Salesforce Application donning different hats like Consultant, Product Manager, and a Business Analyst for a Non-Profit 'The GOD's CHILD PROJECT' raising \$10,000 in donations and was awarded **"The 2022 UT DALLAS SALESFORCE PRODUCT MANAGER"**.