



Lavina Shehdadpuri

## Business Development Analyst

### Skills

- ✓ Interpersonal Communication Skills
- ✓ Multi-tasking
- ✓ Business Development Strategies
- ✓ Sales & Lead Generation
- ✓ Project Management
- ✓ Digital Marketing Knowledge

### Tools

- ✓ ACT! Hubspot & Zoho CRM
- ✓ Power BI
- ✓ Tableau
- ✓ Advanced Excel
- ✓ LinkedIn Sales Navigator

### Details

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### Professional Summary

Experienced Business Development Analyst with 10 years of proven success in driving organizational growth through strategic planning and market analysis.

Recently acquired advanced business analysis skills, incorporating the latest tools and methodologies in preparing marketing reports.

### Work History

#### **Optymyx Techonline Pvt Ltd**

April 2013 – Till date

- Managing Organisation's website
- Created compelling and SEO-friendly content for the company's blog, website, and social media platforms.
- Managing social media platforms of the company
- Developing content for website promotions & newsletters
- Creating and executing email-based marketing campaigns
- Data Cleansing, preparing dashboard in Power BI (preparing investigation reports for insolvent clients & PPC reports)
- Developed content strategies to improve client's online presence and engagement, Edited and revised content based on client feedback
- Contributed to presentation preparations and offered discussions in client and stakeholder meetings.
- Comprehensive Lead management using ACT! & Zoho CRM
- Organising Networking events and seminars and arranging introductory meetings between the Director and prospective clients
- Plan and implement an annual marketing plan; regularly update the management team on the progress.
- Liaising with UK clients on a day-to-day basis to provide an update on the projects.
- Identifying and creating new business opportunities for a company (initially within the UK but now worldwide)
- Managing Client On-boarding process along with KYC- Checks.

### Education

**2012**

The Maharaja Sayajirao University of Baroda Vadodara, GJ  
Bachelor of Computer Application

**2015**

Certified course in Web Designing

**2017**

Advance Digital Marketing Training

**2023**

Certified Business Analyst (2023)  
ExcelR Solutions

#### **Internship - Business Analytics**

AI Variant

### Projects Covered

#### - **Ecommerce Olist Store [Power BI | Excel |Tableau]**

The primary objectives of the "Olist Store Analysis" project is to analyse sales performance, customer behavior, product performance, operational efficiency, and customer satisfaction.

#### *Execution process*

Leveraged ETL processes and SWOT analysis.

Identified key insights:

Higher weekday orders, delivery time impact on Review Score, and 15.74M total sales.

Created a useful dashboard to help business owners make smart choices and boost