

BHAVANA VENKATESHA MURTHY

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PROFESSIONAL SUMMARY

Analytical and results-driven Business Analyst skilled in **Excel, Power BI, and SQL** for transforming data into actionable insights. Adept at leveraging **AI-assisted tools** to automate reporting, enhance data storytelling, and support business decision-making. Experienced in **research-based analysis, stakeholder communication, and cross-functional collaboration**.

CORE COMPETENCIES & TECHNICAL SKILLS

Business Analysis • Data Visualization (Power BI, Excel) • SQL (MySQL, PostgreSQL) • AI-Enhanced Automation • Market Research • KPI Tracking • Forecasting • Agile / Scrum • Stakeholder Communication

EDUCATION

Brunel University London – London, UK | MSc International Business (Sep 2023 – Sep 2024)

Key Modules: Business Intelligence & Data Analytics, Decision Making for Managers, Strategic Management.

BMS College of Commerce and Management – Bangalore, India | B.Com (Sep 2022)

Key Modules: Business Statistics, Financial Modeling, Marketing Analytics.

EXPERIENCE

Abhyudaya – Bangalore, India | Intern – Marketing & Communications (Apr 2022)

- Created digital campaigns to boost investor engagement and brand visibility.
- Applied data analytics to evaluate performance and optimize outreach strategies.

The Times of India – Bangalore, India | Sales & Marketing Intern (Jul 2021 – Aug 2021)

- Conducted customer outreach and analyzed subscription data to enhance sales performance.
- Designed Excel-based dashboards for campaign trend tracking.

GITHUB PROJECTS AND UNIVERSITY PROJECTS

Github Projects: Credit Risk Analysis (SQL | Power BI), Global Superstore Sales Analysis (Excel | Power BI), Bank Marketing Campaign Analysis (SQL | Power BI), Retail Sales Performance Dashboard (Power BI | Excel)

University Projects: Global Investment Stability Analysis | Market Entry and Environment (International Marketing)

CERTIFICATIONS

Excel Skills for Financial Analysis – J.P. Morgan | Mastering Excel for Financial Analysis – TeamLease EdTech