BHAVANA VENKATESHA MURTHY

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PROFESSIONAL SUMMARY

Analytical and detail-oriented Business Analyst with a strong foundation in business management, data visualization, and process improvement. Skilled in leveraging Excel, Power BI, and SQL—enhanced with AI-assisted automation and insight generation—to deliver data-driven recommendations that improve business performance. Adept at translating raw data into compelling stories and actionable strategies.

CORE COMPETENCIES & TECHNICAL SKILLS

Business Analysis • Requirements Gathering • Data Visualization (Power BI, Excel) • SQL (MySQL, PostgreSQL) • Forecasting & Trend Analysis • AI-Enhanced Automation • Market Research • KPI Development • Stakeholder Reporting • Agile/Scrum Basics

EDUCATION

Brunel University London – London, UK
Master of Science (MSc) in International Business (Sep 2023 –Sep 2024)
Key Modules: Business Intelligence & Data Analytics, Decision Making for Managers, Quantitative Research Methods, Strategic Management, International Marketing.

BMS College of Commerce and Management – Bangalore, India
Bachelor of Commerce (B.Com) (Sep 2022)
Key Modules: Business Statistics, Financial Modeling, Operations Management, Marketing Analytics, Management Information Systems.

PROFESSIONAL EXPERIENCE

Abhyudaya – Bangalore, India
Intern – Marketing & Communications (Apr 2022)
• Created promotional videos and digital campaigns highlighting organizational impact to attract new investors.
• Collaborated with the marketing team to design engagement strategies based on data-driven storytelling.
• Analyzed campaign metrics and audience insights to refine content strategy and improve outreach.
Key Learning: Developed digital analytics, content strategy, and performance measurement skills.

The Times of India – Bangalore, India
Sales & Marketing Intern (Jul 2021 – Aug 2021)
• Conducted customer outreach and subscription analysis to boost readership engagement.
• Recorded and visualized campaign metrics in Excel dashboards for sales leadership reviews.
• Identified key patterns in subscription trends to inform regional marketing decisions.
Key Learning: Strengthened analytical thinking, CRM, and data interpretation for sales performance.

GITHUB PROJECTS AND UNIVERSITY PROJECTS

Github Projects: 1. Credit Risk Analysis (SQL | Power BI)
Developed a credit risk scoring model to evaluate customer default probabilities.
Created an interactive Power BI dashboard to visualize customer credit profiles and segment high-risk borrowers.

2. Global Superstore Sales Analysis (Excel | Power BI)
Analyzed retail sales data to identify profitability drivers across regions and product categories.
Built executive dashboards to support data-driven inventory and pricing decisions.

3. Bank Marketing Campaign Analysis (SQL | Power BI)
Evaluated campaign effectiveness and customer conversion rates through SQL-based segmentation.
Provided recommendations that improved target accuracy by highlighting key demographic trends.

4. Retail Sales Performance Dashboard (Power BI | Excel)
Designed a multi-layered dashboard integrating seasonal, discount, and department-level trends.
Delivered actionable insights to optimize sales performance and forecast demand.

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