

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.

CERTIFICATIONS & PROJECTS

- Excel Skills for Financial Analysis – J.P. Morgan
- Mastering Excel for Financial Analysis – TeamLease EdTech
- Global Investment Stability in the Face of Rising Geopolitical Tensions – Analysis of global investment risks using data insights.
- Market Entry and Environment (International Marketing) – Evaluated data-driven strategies for global business expansion.