



SREETHU PAUL

SALES ANALYST

PROFILE

Experienced and Skilled Sales Analyst, adept at influencing strategic management choices for sales and operations planning. Proven expertise in developing annual Sales & operational plans through 5 years of industry experience and collaborative work with management teams. Expert in optimizing team efficiency with automated trackers and dashboards. Results-oriented, with a track record of enhancing departmental performance.

WORK EXPERIENCE

Business Analyst – HTIC Globals

Dec, 2022 – Feb 2023

Cochin

- Collaborated with different teams within HTIC such as Aviation, Insurance, Travel & Logistics team to build their yearly dashboards on Purchases & Sales of Parts.
- Analysed data to identify trends, patterns, and insights to stakeholders.

Strategy & Analytics Manager - Safe Harvest Pvt. Ltd

May, 2022 – Nov, 2022

Bengaluru

- Constructed monthly product-wise metrics for sales forecasting and promo planning.
- Created weekly sales and collection report for sales and finance team.
- Developed a workflow to enhance the process of generating and presenting reports to stakeholders and investors using power BI.
- Completed region wise market analysis resulting in a **21%** increase in sales.

Sales Analyst – PhonePe Pvt. Ltd

Jan, 2022 – May, 2022

Bengaluru

- Developed comprehensive dashboards for the National Offline Sales team, resulting in significant performance enhancements for Key Accounts Executives.
- Devised and monitored key performance indicators (KPIs) for the National Sales and Operations Team, leading to the successful attainment of higher levels of operational efficiency.
- Developed Key performance indicators to monitor sales and which decreased cost cutting by 17%.

Management Information System (MIS) – PhonePe Pvt. Ltd

Jul, 2018 – Jan, 2022

Bengaluru

- Composed comprehensive dashboards for Regional Offline Sales team thereby improving Key Accounts Executives' performance extensively.
- Formulated and tracked KPI for Sales and Operations Team resulting in achieving greater operational efficiency.
- Accomplished responsibilities both as MIS Executive as well as Operations Leader for South region Offline Sales.
- Consistently secured and upheld the title of the foremost offline sales MIS during the annual region-wise sales conferences spanning from 2019 to 2022.

SKILLS

Data Analysis

Google Sheets

Power BI

MS Excel

Macros

MS Access

MS Power Point

SQL

STRENGTHS

- ✓ Ratiocinative
- ✓ Adaptive
- ✓ Astute
- ✓ Team-Player

CONTACT



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EDUCATION

M.Sc. Statistics Loyola College Chennai
2015–2017 CGPA: 6.01

B.Sc. Statistics Mar Athanasius College Kochi
2012–2015 CGPA: 8.65

CERTIFICATION

Multiple "Advanced Microsoft Excel" &
"Microsoft Power BI for Data Analysts" by Udemy