M UNISH BASHA

Business Analyst

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A: No 3 Labbai street, Alandur,
Chennai, 600016, India

Nationality:
Indian

Place of Birth:
Chennai

Date of Birth:
20/12/1989

SKILLS

Microsoft Access

Advanced Microsoft PowerPoint

SQL, Microsoft Power BI

Advanced Microsoft Excel

CRM

LANGUAGES

English

Tamil

Hindi

Telugu

HOBBIES

Carom board, Cricket.

SUMMARY

Over 14.5 years of diverse and rich experience as Business Analyst, Data Analyst, Operations and Business Development MIS Management providing strategic and operational leadership in unique challenging situations with proven quality to analyze key business drivers and develop strategies to grow the bottom line. I have exposure of handling Airtel, Vodafone and various others Telecom services. I have hands on experience in the below areas.

- Product life cycle management.
- New product development / pitching.
- Handling IVR / Mobile / Web applications for Telecom products.
- Experience in gathering business requirements and translating to technical consultants.
- GAP analysis and RCA documentation.
- Identify market requirements, define product vision & revenue Enhancement activities.
- Ability to deal with people-conflicting needs, prioritize, schedule multiple tasks & work under pressure.
- Work exposure in challenging teams. Superior client / Vendor management and interaction skills.
- Ability to learn processes on the job without much hand holding, even in case of remote transition of activities.
- Keen in new learning which would add value to career
- Good team player and excellent communication skills.
- Flexible in working across teams (CFT) in the organization to meet deadline / product launch on time.

EXPERIENCE

Senior Business Analyst | Hathway Cable and Datacom Ltd,
Collection & Billing - Pan India
Mar 2023 to till date.

Areas of Expertise:
- Channel Partner Management.
- Team Management.
- Campaign Management.
- Customer Retention and Relationship Management.
- Training & Development.
- Dynamic & Strategic Planning.
- Strong troubleshooting and analytical skills.

Roles and Responsibilities:
- Gathered data from a variety of sources and produced monthly analytics, intelligence-sharing dashboards and reports to be presented to senior management.
- Analyzed key business aspects to determine factors driving results and summarized them into a slide deck.
- Identified process inefficiencies through gap analysis and proposed viable solutions.
- Assigned tasks to associate staff to ensure the smooth operation of the business.
- Provided information, analysis, and business presentations to the senior team to support the development of central strategies.
- Enhanced cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals.

- Generated reports monthly to cover business data, including tables, pivot reports and charts to be used in key decision-making processes.
- Built relationships with other departments and worked in cross-functional teams.
- Prepare Daily/Weekly/Monthly and Quarterly MIS reporting and ensure the timeliness, accuracy, and completeness of the reporting.
- Reviewing & monitoring the revenue on a daily basis for all circles & share new ideas with management for revenue growth Month on Month basis.
- Preparing MIS data for Operational Reporting – for review and forecasting monthly, quarterly & Yearly revenue.
- Ability to interpret results, identify trends and summarize results verbally and in written form.
- Diagnose data issues, with the ability to identify root cause issues.
- Monitor Ticket closing & Close looping.
- Base allocation for Winback to our In House / Agency
- Monitoring Telecallers and productivity performance on Winbacks
- Coordinate with RF team and CS team on Service related issues / Installations.
- Actioning & Providing solutions for the mail complaints/ Request.
- Handling MD & Corporate Escalation.
- Reconciliation of Payment & activation
- Reconciliation of Cash Flow Vs Collections
- Ensure monthly targets are achieved.
- Creating New partners avenues of making retention.

Campaign Manager:

- Design and create marketing collateral for sales meetings, trade shows and company executives.

- Supervise both inbound and outbound marketing campaigns to generate new business and to support partner and sales teams.

- Coordinated pre-show and post-show activities at trade shows.

- Established production schedules and communicated project status to stakeholders.

- Analyzed online consumer habits data, product specification information, and seasonal trends to help plan and implement a successful online advertising campaign for a new product.

Business Analyst | One97 Communication limited, Chennai
Sep 2016 – Jan 2023

- Extensive analysis of IVR / APP performance and working on revenue enhancement activities.
- Management of IVR platforms for major telecom operators – KTN circles.
- Managing product throughout product lifecycle & prioritizing BAU.
- Initiate/Ideate new product and sharing best practices.
- Preparing Product /Business requirement document (PRD/BRD), Wireframes / UX / UI as per client requirement.
- Taking care of end to end integration of the Product with all the Cross Functional Teams.
- Ensuring timely delivery of Product & Adopting to team approach for error free product delivery.
- Defining product requirement in various aspect - purpose & scope from both technical and business perspective.
- Taking product / Account ownership & Responsible for daily operations of my product.
- Planning promotions for respective product from Telecom operators with

respect to the requirement analysis of Customer usage, segmentation bifurcation.
- Responsible for revenue and closely monitoring day to day performance.
- Providing prompt solutions for technical errors which may occur on IVR, handling escalation matrix.
- Implement overall product roadmap and product enhancement. Work closely with the development team, User design, operations and other functional domain.
- Handling the end-end product life cycle Management.

SALES FUNCTION:

• Dynamic professional with extensive experience 2016-09 - 2023-01 CRM tool Advanced in Market Research & Analysis, Client Relationship Management and Team Management in the Telecom industry.

• Proficiency in Voice, IVRS, VAS, WAP, SMS, USSD. Excellence in marketing management, preparation & presentation of monthly trend, preparation of MIS reports, product management, preparation of revenue projection, team management and VAS analysis.

• Skilled at analyzing, problem solving, multitasking, communicating, and motivating.

• An effective communicator with excellent analytical / logical skills and ability to relate to people at any level of the business and management.

• Received appreciation from seniors and colleagues for significant contribution done towards the development of organization.

• Proven skills in managing teams to work in sync with the corporate objectives & motivating them for achieving business and individual goals.

Campaign management:
• Owning the campaigns from configuration, implementation, execution, and monitoring.

• Collaborating with Client teams to campaign planning, scheduling, and go live dates.

• Migrating existing campaigns from old process to a new process whenever Requirement is raised.

• Engaging with Client for Requirement gathering to improve the current Campaign Management and ensuring smooth flow of implementation and understanding throughout the team.

• Actively monitoring and managing campaign performances.

• Analyzing campaign performance and conversions.

• Monitoring various campaigns and sharing adhoc insights and analysis with client and organization.

• Reports management and delivering findings.

• Collate data and perform root cause analysis.

Data Analyst/Marketing | VODAFONE SOUTH LIMITED (Forte Solutions Payroll), Chennai
Nov 2014 - Sep 2016
- **JOB RESPONSIBILITIES:**
- Vodafone Marketing department handling GPRS and VAS
- Team associate-operations
- Data analyst/marketing
- 2G & 3G Promo management.
- Gprs Usage analysis
- Maintaining monthly MIS Data for marketing and preparing segment wise database for SMS & Out-Bond Dialing Promotions through server tool.
- Data Base allocation for vendors for scheduling DATA product promotions

for CHN & RTN circles.

- Product-wise revenue preparation for CHN & RTN circles & maintaining segment wise base for standard DATA marketing promotions.
- Handling-enquiry calls/mails from Vodafone store executives & Customer care for DATA related issues, GPRS & 3G settings.
- District wise subscriber's revenue analysis for 3G promotions.

Data Analyst/Marketing | Airtel (Randstad payroll), Chennai

Mar 2011 - Nov 2014

- JOB RESPONSIBILITIES:
- Handling prepaid customer base for two circles (Chennai & Rotn)
- Offering better Tariff.
- Pitching in times of escalations and doing a route cause analysis and simultaneously create control measure.
- Ensuring Quality adherence in 100% .
- Team associate-operations.
- Data analyst/marketing.
- Maintaining monthly MIS Data for marketing and preparing segment wise database for SMS & Out-Bond Dialing Promotions through server tool.
- Maintaining Data on District Wise for Promoting Customers for Better Offers.
- Handling-enquiry calls/mails from Vodafone store executives & Customer care for DATA related issues.

Data Analyst/Marketing | FIRST SOURCE SOLUTION LTD, Chennai

Mar 2010 - Mar 2011

- JOB RESPONSIBILITIES:
- Macro and micro level analytics reporting on pan India data.
- Creating strategic and authentic reports for risk management.
- Pitching in times of escalations and doing a route cause analysis and simultaneously create control measure.
- Ensuring Quality adherence is 100%.

E-Mail support | TECH MAHINDRA BPO, Chennai

Oct 2008 - Mar 2010

- JOB RESPONSIBILITIES:
- Responsible for ensuring customer satisfaction by handling questions related to the store via e-mail.
- Resolved customer email requests for assistance related to the store.
- Forwarded requests as per escalation policy to higher level of support.
- Arranged resolution of customer support issues that can't be resolved by first line support.
- Ensured all customer communications are professional, accurate, and timely.
- Resolved requests related to billing and account issues, and some technical assistance.
- Prepared technical content for inclusion in the support knowledge base.
- Used support applications for recording and tracking problems.

EDUCATION
Diploma in ELECTRICAL AND ELECTRONIC ENGINEERING, Little Flower Polytechnic College, Chennai
Apr 2005 - Apr 2008

AJS Nidhi Highersecondary school, Chennai
Apr 2004

Certifications

CAD | Caddam Technologies (P) Ltd
Dec 2006 - Mar 2007