

# Karthik Praseedkumar Sindhu

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## Summary

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Highly analytical and results-driven mechanical engineering graduate with a strong background in composite production, customer relationship management, and business development. Proven track record of utilizing a systematic problem-solving approach to identify and address root causes of issues. Seeking to leverage my business management expertise and data analysis skills to drive growth and efficiency as a Business Analyst. Strongly motivated to continue learning and upskilling in data science to provide valuable insights to the organization.

## Core Competencies

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|----------------------------------|----------------------|--------------------|
| • Market Analysis                | • Data Analysis      | • CRM              |
| • Business Development           | • Data Modelling     | • Project Planning |
| • Sales and Marketing Activities | • Data Visualization | • Reporting        |

## Professional Experience

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### Composite Engineer, Creedx Composites Pvt Ltd

Nov 2021 – Dec 2022

Surat, Gujarat

- Implemented and tracked the progress of product development and post-production processes to ensure efficiency and quality.
- Strategic planning and execution of business and marketing initiatives resulted in a significant increase in new enquiries and sales opportunities.
- Utilized Google Analytics to conduct data-driven analysis of lead generation and marketing activities, enabling informed decision-making and optimization of campaigns.
- Acquired expertise in production planning, product development, email marketing and lead generation through hands-on experience and continuous learning.

### Customer Relationship officer, JSW Paints Pvt Ltd

May 2021 - Nov 2021

Trivandrum, Kerala

- Developed and implemented a B2B sales funnel that improved lead generation, resulting in increased sales.
- Analysed customer engagement and behaviour to understand preferences and tailor products and services accordingly.
- Conducted market research, forecasting, and strategizing to achieve and maintain annual sales targets (1.6 Cr - 2.0 Cr).
- Organized and conducted dealer management and training programs to enhance product knowledge and sales capabilities among partners.
- Assisted in new dealer onboarding and rehabilitated existing low-performing dealerships to improve performance.
- Addressed and resolved customer complaints and concerns, resulting in a higher customer satisfaction rate.

- Acquired expertise in negotiation, sales funnel optimization, customer relationship management, sales and marketing techniques, and business analysis through hands-on experience and continuous learning.

## Project Coordinator, Zilicon technologies Pvt Ltd

Feb 2020 -Apr 2021

### Trivandrum, Kerala

- Efficiently led non-technical projects from initiation to successful completion, incorporating project scheduling, workflow design, and ensuring customer satisfaction within established timelines.
- Exhibited exceptional team management skills in delivering high-quality projects.
- Acquired knowledge and experience in project and team management through hands-on practice and continuous professional growth.

## Education

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### B-Tech in Mechanical Engineering

2015 – 2019

APJ Abdul Kalam Technological University

- Studied and assisted in developing “Green & Healthy Innovation of Engineering projects” with The Institution of Engineers (India).
- Appointed as Vice-Chairman of SAE(India) Collegiate Club, Conducted and lead many training programs for the students.
- Studied and Developed Projects
  - Extraction of biodiesel from waste vegetable oil by the process of transesterification.
  - A horizontal Axis wind turbine that floats in the air with the help of an inert gas balloon.
  - Combustion chamber design for a particular turbocharger that acts as a gas turbine for the powerplant generating work.
- **Volunteer Experience:**
  - Worked as Volunteer Secretary with the National Service Scheme technical cell for a period of four years leading a team of 50 NSS volunteers.
  - Served as Campus Ambassador for the Election Commission of India.

## Technical Expertise

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|-----------------|-----------|-----------------------|
| • MS Excel      | • Python  | • Python-Scikit-learn |
| • MS PowerPoint | • PowerBI | • SQL                 |
| • EDA           | • Tableau |                       |

## Certifications

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- **Certified Specialist in Data Science and Analytics** (Currently pursuing)  
From ICT Academy of Kerala.
- **Six Sigma White Belt Certification**  
From Aveta Business Institute.