

Krupal Chandrashekar

Ph.: 0894179644

Email: krupalmail@gmail.com

Availability: Immediate

www.krupalweb.com

Visa: Stamp 4

LinkedIn @krupalc

Address: Adamstown, Dublin

Deeply motivated and experienced Business Sales Analyst with excellent and precise communication and verbal skills coupled with strong technical expertise. Years of experience managing & performing advanced analytics on the entire CRM pipeline data, sales data, historical data to directly & closely help strategize sales activities, drive key-accounts growth, provide accurate sales forecasts and assist a national sales team in achieving their targets against sales budgets. Ability to engage with stakeholders dynamically with precision and clarity in communication across positions up to C-level, thoroughly analyse business processes, map flows, model projects with disparate data sources and complex interactions, distill and deliver high-impact reports & solutions. Conceived, developed and launched highly regarded enterprise-wide Business Intelligence solution based on Power BI platform, please see demo at <https://krupalweb.com/projects/>.

Ability to make industry leading presentations, prepare detailed documentation and review complex SLA and contracts. Self-starter & innately driven to always deliver better than expected outcomes in any role. Academic background in Electrical & Electronics Engineering with a meritorious Post-grad in Business Management.

Profile Highlights

- Over 2.5 years of experience as Business Analyst working directly under the Head of Sales; worked very hard, with dynamism and innate drive to deliver multiple successful projects including a comprehensive Business Sales Intelligence and Analysis Solution based on Power BI platform conceived and deployed from scratch. Employed leadership skills, influencing and negotiation skills to introduce the solution, convey its impact; chose appropriate license packages, provided internal training and executed to successful completion. Additional roles included providing financial analysis using Power BI to recommend precise margin increments for the year 2019 across 5 business portfolios, sales modelling and forecasts, project management of CRM implementation and supervision of all commercial Tenders in the company (with a win-rate of over 70% by value).
- Took personal initiative to transform company-wide excel based reporting, authored Business Process Maps, analysed and documented technical requirements, and successfully deployed Business Intelligence real-time reporting and analysis solution which included over 15 expertly designed and insightful PowerBI workbooks each consisting of over 10 pages (**Link - Demo Reports**).
- Was the lead project manager for implementing **CRM solution** for the sales team. In-depth working knowledge tracing the entire structured sales processes, from lead generation, management, quotations, sales funnels, SLA, to outcomes and future opportunities. Highly developed leadership skills. (Link to graphics animated presentation created to drive internal adoption of CRM at www.krupalweb.com)
- Acute commercial awareness as demonstrated above in the ability to understand complex business processes and critical chains, to derive high-impact Sales Intelligence and directly influence and deliver growth through tailored strategies for key-accounts & specific business regions. Reports played key role in yearly company strategy meetings, sales budget derivations, sales forecasting and marketing approaches.
- Technical ability to model and funnel data from various formats; ingesting, cleaning and modelling using Power Query, M Code and writing complex DAX expressions. Experience with SQL Queries, T-SQL, R, Python, Linux, Machine Learning and Excel Macros. Ability to perform advanced predictive modelling and ML training.

Work Experience

◇ **Lennox Ltd., Dublin** (lennox.ie)

Jul 2017 - Jan 2020

Business Analyst and Project Consultant

Went over and beyond with acute understanding of business needs to exceed expectations in each of the following areas:

Business Intelligence & Sales Growth

- **Conceived, developed and launched** very successfully a Microsoft PowerBI based Business Data Analytics solution with over 15 interactive & compelling reports to employ better evidence-based sales strategies. (Example demo interactive reports available at *krupal-web.com*).
- Identified clearly - new growth areas, sales opportunities & marketing intelligence. Further distilled specific key-accounts performance to derive tailored sales approaches.
- Tracked performance of Key accounts across specific product categories. Conducted cohort analysis to plug opportunity gaps.
- Followed up existing large value quotations which led to consistently better quote conversion metrics.
- Articulated, influenced and provided training to ensure 100% adoption among the 16-member sales team.

Tenders Management

- Supervised from start to finish, tender bids totalling EUR 3.5 Million from Jul 2017 to Apr 2019 (Win rate of over 70%)
- Took personal initiative to seek and successfully complete the *InterTradeIreland* sponsored *Go-2-Tender* workshops.
- Acquired insights into effective strategies for successful business partnerships to tackle large scale projects and valuable experience in Government tenders & legal frameworks not only in the Republic & NI, but across Europe.
- With a rigorous approach that ensured company wide coordination on key projects, delivered industry leading tender bids.
- Brought new areas of income with proactive focus on Tender 'Drawdowns'. Researched and identified new Tender opportunities in allied market sectors & related product ranges.

CRM Solution: Lead Project Manager

- Led the team to implement an integrated CRM solution. Studied in-depth, company specific Sales Funnel processes to design KPIs that would encourage focus on meeting sales budgets, by better managing high-impact business relationships.
- Helped to drive internal information flow, coordination between teams and thus, capture more quality leads. Provided internal training in-person and web-based for field-based employees.
- Negotiated well to bring back timeline for project deliverables and enhanced project scope without any increase in costs.

Specialised Sales Analysis

- Brands/Competition analysis using publicly available financial data of competitors to identify new business opportunities, markets and product lines.
- Quotes conversion analysis & recommendations for follow-up coordination.
- Marketing: Identified avenues to convert outstanding quotes to sales by re-branding them as savings opportunity for customers against yearly inflation.

Finance Function Support and Analysis

- Pricing advisory/Margin recommendation: Performed thorough analysis of historical net-margin fluctuation, affected sales value based on expected cost inflation & projected sales, to recommend specific margin increment for 2019 across the 6 different product groups; and coordinated its adoption across the company.
- Sales Forecasting and Margin Analysis support. Derived KPIs for Supplier ranking.

Additional functions:

- **New E-Commerce Website Development** - Was an active project member for consulting design requirements, setting project objectives and overseeing time bound implementation.
- Assisted the Quality Manager as **Internal Auditor** and support during ISO certification exercise.
- **Sales Forecasting Process Improvements** - Consultant who studied the entire process-flow in detail to find opportunities for automation, presented algorithmic concepts with manual co-ordination to enhance speed and accuracy of periodical sales forecasts. Recommended roles and responsibilities definition for Product Specialist and helped with Supplier rationalisation.

◇ **T.I.M.E. Pvt. Ltd., Mysore** (time4education.com) *Jun 2013 - Dec 2016*
Business Support & Teaching Faculty

- T.I.M.E., India's largest provider of private education and test-prep services. Worked directly under the Centre Director and lent management support to oversee activities in 3 branches. Led the marketing team of 5 in the designated region.
- Led the marketing team, performed demographic analysis to estimate target cohort size to derive marketing strategies, negotiated and maintained professional relationships and contributed to increased revenues in FY April 2014 - March 2015.
- Handled large classes of highly competitive graduates and working professionals preparing for exams such as CAT, CMAT etc, which are routinely considered one of world's most competitive and toughest exams to crack.
- Specialised in Verbal Reasoning, Logical Reasoning, Business Communications and related modules. Well known in the city for promotional talks for both corporate and academic audience.

◇ **EduEnglish, Mysore** *Aug 2010 - May 2013*
Course Content Developer and Trainer (Part-time)

- Teacher and content developer specialised in training graduates and working professionals appearing for international English language tests such as IELTS and TOEFL.
- Delivered good results consistently, acted as a marketing resource and made sales presentations and talks, gained invaluable confidence and self-belief.

◇ **News9 TV, Bangalore** *Oct 2011 - Dec 2011*
Trainee Journalist

- Experience in the television media and journalism industry.
- Wrote scripts for the afternoon special segment and coordinated with visual directors, essentially working as a 'segment producer'.

Academic Record

◇ **Merit PGDM - Business Management** *Jan 2017 - Oct 18*
National College of Ireland, Dublin

◇ **Bachelor in Electrical & Electronics Engineering** *Sep 2007 - Jul 2015*
VTU, Mysore, India

References available on request
--