

Naveen Rajpal (Analytics)



Lead Business Analyst in Sales Operations linkedin.com/in/naveen-rajpal-391b5a31/

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15+ years of experience in Analytics field with 6 years of Business Analytics in Sales operations at Adobe. Certified Data Data Scientist in Business Aalytics from IIIT-Bangalore with a passion to solve real-world business challenges using analytics. Proficient in deploying the models and building automated reports and dashboards, proficient in logic building and complex problem solving. Able to extract valuable insights for the organizational leadership. Proficient in translating technical requirements into business specifications for streamlining existing processes and delivering user-centric solutions.

TECHNICAL SKILLS

- Advanced Excel (VBA Macros)
- Power BI (DAX, RLS, M Language)
- PowerApps
- Python (EDA, Visualization, Machine Learning, Data Modeling, Prediction [Linear, Logistic, Classification Regression] etc.)
- MS Office (PowerPoint, Word etc)
- Adobe Analytics
- Salesforce
- MySQL
- Tableau
- SharePoint list

KEY SKILLS

- Manpower Management & Leadership
- Business Analysis & Strategy
- Database Management
- Supervised/Unsupervised Learning
- Data Mining & Data Warehousing
- Predictive Analytics & Modeling
- Data Visualization & Sanitization
- Client Relationship Management
- Stakeholder Management and Liasoning

CERTIFICATIONS

- Executive Post Graduate Program in Data Science from IIIT Bangalore (Pursuing)
- Computer Application from ICT
- Visual Basics learning certificate from APTECH
- Microsoft Dynamics 365

PROFESSIONAL EXPERIENCE

Lead Sales Operations Analyst | Adobe Systems Inc. (IT)

Noida, IN | Jun'18 – Present

Adobe is a software company majorly for Printing, Publishing and Graphics Software headquartered in USA.

Stakeholders: Adobe Sales Team

- Database Management
- ETL, EDA, Data Visualization
- Performance Tracking
- Data analysis
- Supporting Pipeline Generation
- Accounts Management & Tracking
- Reporting and Dashboards
- Target Quota Planning
- Leads & Opportunities management in SFDC
- Forecasting
- Planning

Assistant Manager Data Analysis | Videocon Industries Ltd. (Consumer Durables)

Gurgaon, IN | Apr'11-Jun'18

Videocon is a manufacturing company in consumer electronics and their parts based out at Aurangabad.

Department: Customer Service

- Data Analysis
- Reporting & Dashboards
- Performance Tracking
- Service Audits
- ETL, EDA, Data Visualization
- Daily Claim Checking
- Database Management
- TAT Control
- Penalties and Recoveries on fraud
- Customer/Dealer Satisfaction
- Manpower Management

MIS Co-ordinator | HBL Power Systems Ltd. (Manufacturing)

Manesar, Haryana, IN | Feb'10-Mar'11

HBL is a manufacturing company of different type of batteries based out of Hyderabad.

Client: Indus Towers Ltd (A Joint Venture of Idea, Airtel & Vodafone)

- Data Analysis
- Reporting & Dashboards
- Facility Management
- ETL, EDA, Data Visualization
- Vendor Management
- Assets Management
- Database Management
- Budgeting & Cost Control
- Manpower Management
- Team Management
- Profit & Loss Analysis
- Salary Management
- Invoicing & Payment Tracking

MIS Executive | ACME Tele Power Ltd. (Manufacturing)

New Delhi, IN | Nov'08-Feb'10

ACME is a Power Interface Unit manufacturing company being used on mobile towers based out of Gurgaon.

Stakeholders: Branch Service Team

- Data Analysis
- Reporting & Dashboards
- Salary Management
- ETL, EDA, Data Visualization
- Vendor Management
- Invoicing & Payment Tracking

MIS Executive | Emerson Network Power India Pvt Ltd. (Manufacturing)

Gurgaon, Haryana, IN | Sep'07-Nov'08

Emreson Network is a manufacturing company of Power Equipment headquartered in USA.

Department: HR

- Data Analysis
- ETL, EDA, Data Visualization
- Database Management
- Reporting & Dashboards
- Vendor Management
- Team Management
- Payroll Management
- Assets Management
- Manpower Management

EDUCATION

Executive Post Graduate Program in Data Science (Business Analytics) IIIT-Bangalore (through Upgrad)	Aug'24
MBA (Operations) Punjab Technical University	Jalandhar, Punjab, IN Apr'11
M.Sc. (Computer Science) Kurukshetra University	Kurukshetra, Haryana, IN Apr'08
BCA (Computer Applications) Kurukshetra University	Kurukshetra, Haryana, IN Apr'04

KEY PROJECTS

- **Account Management App:** An app helping sales team to update account engagement for the accounts targeted for the year. Also has a summary view which helps Stakeholders to review their sales team.
- **Quota Attainment Summary:** A Power BI report which has quarterly/yearly goals of sales team and their attainment on financial as well as non-financial goals.
- **Digital Experience Collaboration Dashboard:** A dashboard created for tracking and visibility of the accounts and the pipeline created on accounts which are common for DALP and Digital Experience sales team.
- **DALP Reporting HUB:** One stop shop of all reports & dashboards created on PowerApps with Report level access management.
- **Q-App:** A centralized app for queries management related to sales ops to manage TAT.
- **Account Search:** A Power BI dashboard helping the sales team to get the purchase history of a customer. Which helps sales at the time of renewal of the contracts and make impact on business.
- **Account Playbook:** A dashboard having trends and splits on #Accounts, \$Bookings and #licenses deployed at product and geo level, which helps in planning next year goals and growth targets.
- **Personal.xlsb:** A macro enabled excel file which is always available at background having all the master mappings helps in mapping all attributes on a single click in almost no time, helps saving a lot of time of sales ops team being used by ops team.
- **CNA Working:** A macro enabled excel file used by spare parts team to control and manage the spare parts. This file map the parts to complaints automatically bases on various logics like high ageing, alternate part available, distance of part availability, In Transit etc. This file had a great impact on cost saving as well as man hours saving.
- **AMC Form Generator:** A macro enabled excel tool created to generate the AMC forms for customers, helped saving cost ~65 Lac INR in Oct'2017 for Diwali Sale.