

Sachin Raj R

nayak.sachinraj@gmail.com | [+91-7899140096](tel:+91-7899140096) | [LinkedIn](#)

ABOUT ME

A skilled MBA graduate specialized in Business Analytics and Marketing with a robust background in data analysis and good experience in requirements gathering, data visualization, statistical modeling, solution development, and stakeholder communication. Proficient in identifying trends, patterns, and insights from complex datasets to drive informed business decisions. Skilled in developing and documenting analytical models, proposing data-driven solutions aligned with business objectives, and ensuring successful implementation with cross-functional teams. Experienced in business process improvement, requirements gathering, and stakeholder management. Proficient at communicating findings and recommendations effectively to stakeholders and executives, and proficient in creating comprehensive analytical documentation to facilitate seamless solution implementation and future reference. Excel in collaborative environments, leveraging proficiency in business analytics methodologies and tools to interpret data, optimize processes, and adapt flexibly to achieve organizational goals.

SKILLS

- **Data Analytics Tools:** R-programming, MySQL.
- **Data Visualization Tools:** Tableau, Power BI, Advanced MS Excel.
- **Project management:** Verbal and written communication, interpersonal skills, cross-functional coordination, workflow management, agile methodologies, and project coordination.
- **Collaboration tools:** Asana, Jira.
- **Languages:** English (Fluent), Kannada(native), Tamil(native), Hindi(Fluent).

EDUCATION

- **Master in Business Administration (Business Analytics & Marketing)**
Bengaluru City University (2022 -2024) - 7.4 CGPA
- **Bachelor of Engineering Aeronautical Engineering**
Visvesvarayya Technological University (2018 -2022) - 7.2 CGPA

PROFESSIONAL WORK EXPERIENCE

- 1. Intern – Customer Experience and Marketing, Joveo Technologies (USA) (Jun 2024 – present)**
 - Worked on data collection, industry trends, and industry reports.
 - Created customer engagement reports, customer marketing, and content design.
 - Developed and analyzed surveys and customer personas in the recruitment marketing industry.
- 2. Market Research Intern, Curiosense Innovations (Feb 2024 – May 2024)**
 - Conducted data collection and supported product development.
 - Assisted in project management, project control, and coordination.
 - Performed competitive analysis and developed surveys in the education industry.
 - Collaborated with cross-functional teams to translate business requirements into analytical solutions.
- 3. Data Analyst Intern, Pysliq (Aug 2023 – Nov 2023)**
 - Created dynamic dashboards using Tableau and Power BI for data visualization.
 - Conducted data cleaning and preprocessing to ensure data accuracy and integrity.
 - Applied statistical analysis and forecasting models to predict future trends.

4. Team Leader - Sales, MAMA HOME PVT LTD (July 2022 - Feb 2023)

- Led project sales team, managing sales, market analysis, and reporting.
- Implemented strategic sales initiatives and conducted market analyses.
- Achieved recognition with the Milestone Achievement Award for leading the highest revenue-generating team of the quarter.
- **Achievements:** Achieved recognition with the Milestone Achievement Award for spearheading the highest revenue-generating team of the quarter.

COURSE AND CERTIFICATION

- **Business Analysis & Process Management** – Coursera
- **Certified Associate in Project Management (CAPM®)** – Simplilearn
- **Data Analysis using Microsoft Excel** – Coursera
- **Introduction to Tableau** – Simplilearn
- **Agile Scrum Master (ASM®)** – Simplilearn

Paper Presentations:

- ISC SAI 2023, ICADMS 2024, ICFAMMT 2022

PROJECTS

1. Competitive Analysis Reports (July 2024)

- **Tech Stack:** Excel, Power BI, Asana
- **Role:** Intern
- **Problem Statement:** The recruitment marketing industry lacks comprehensive and actionable insights from secondary data sources, leading to suboptimal market strategies and product offerings.
- **Solution:** By implementing a coordinated data collection and analysis process, we generate insightful reports and actionable analytics, enabling enhanced market strategies and optimized product offerings.

2. Market Performance Analysis (Jan 2023)

- **Tech Stack:** Advanced MS Excel
- **Role:** Project Coordinator and Team Lead
- **Problem Statement:** Market performance analysis of concrete chemicals lacked actionable insights due to unstructured data and inefficient reporting methods.
- **Solution:** Implemented advanced Excel functions and interactive dashboards to streamline data processing and enhance decision-making through clear visualization of KPIs and trends.

3. Pharmaceutical Sales Analysis Dashboard (March 2024)

- **Tech Stack:** SQL, Power BI
- **Problem Statement:** Inefficient sales data analysis and reporting hindered decision-making.
- **Solution:** Developed a comprehensive Power BI dashboard and reports, providing integrated sales metrics and performance insights for enhanced decision-making.