

SRIMANIKANTA ARJA

Business Analyst | Data Analyst

PROFESSIONAL SUMMARY

Analytical and results-oriented Business Analyst with expertise in sales analytics, data visualisation, business development, and customer segmentation. Experienced in diverse industries including EdTech, financial services, and sustainability analytics. Adept at transforming complex data into actionable business insights. Currently pursuing MSc in Business Analytics.

EMPLOYMENT HISTORY

SALES ANALYST

Nov 2022 - Jun 2023

Oda Class

- Delivered data-driven performance reports to assist mentor evaluation and executive decision-making
- Conducted customer segmentation analysis to identify growth and retention opportunities
- Streamlined operational workflows, improving speed and accuracy of decision processes
- ♦ • Leveraged Excel and Tableau for analytics, reporting, and visualisationsAnalyzed customer behavior trends, enhancing targeted marketing strategies and leading to noticeable gains in conversion rates.

BUSINESS DEVELOPMENT ASSOCIATE

Nov 2021 - Sep 2022

Byju's

- Consistently achieved and surpassed B2C revenue targets through effective customer engagement
- Onboarded, trained, and mentored new hires, improving team sales performance
- Managed customer relationships, sales pipeline, and contract follow-through from initial contact to close
- Delivered product demos and maintained CRM records

ASSISTANT ACQUISITION MANAGER

Mar 2021 - Jul 2021

Kotak Mahindra Bank

- Led lead management and digital sales for CASA banking products
- Developed and nurtured long-term client relationships, driving digital product adoption
- Maintained sales pipelines and provided customer analytics to management
- Implemented cross-selling strategies for product optimisation

EDUCATION

MSC BUSINESS ANALYTICS

Jan 2025 - Jan 2026

Dublin Business School

Dublin, Ireland

BACHELOR'S DEGREE IN MECHANICAL ENGINEERING

Aug 2015 - Aug 2020

Lovely Professional University

COURSES

CERTIFICATION

Tableau

DATA ANALYTICS CERTIFICATION

Google

SKILLS

Excel, Google Sheets, Tableau, Power BI, JavaScript, React, HTML, CSS, CRM software, Sales Analytics, Customer Segmentation, Research Methodology, Report Writing, Process Optimisation, Operations Strategy, Visual Communication, Communication, Collaboration, Stakeholder Management, Training, Mentoring.

LANGUAGES

English (*Proficient*), Telugu (*Native*), Hindi.

LINKS

LinkedIn: www.linkedin.com, Portfolio: srimanikantaarja.github.io.

HOBBIES

Reading Books, Listening to Music, Watching Movies

ADDITIONAL INFORMATION

KEY PROJECTS & PORTFOLIO

Greenhouse Gas Emissions Dashboard

- Built interactive Tableau dashboard showing global GHG emission trends from 1990–2023
- Delivered actionable insights for sustainability reporting and environmental policy

Customer Segmentation & Churn Analysis

- Using data science techniques

Dublin Bike

- Power BI