Venkat Raju Punyaamurthula

Product Analytics | Business Strategy | IEEE Keynote Speaker

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PROFESSIONAL EXPERIENCE

Manager, Product Analytics & Strategy Management
Carrier Corporation

07/2016 – 06/2019   *Bangalore, India*

A Fortune 500 company with products in Heating, Ventilation & Air-conditioning

- Managed the B2B Key Accounts for Carrier &Toshiba VRF product lines across South India and scaled the portfolio from 6M $ to 30M $ through detailed client business analysis and monitoring performance data inputs over Dynamic CRM & TABLEAU
- Piloted a Product-Market Fit project involving analysis of organically sourced market data sets and created dashboards for all product teams to reposition products by client buying potential, which resulted in 30% YOY growth in SQL metrics
- Contributed to 10% improvement in product efficiency to increase market share, by cross-functionally collaboration with the Engineering, Marketing & Finance teams and performed seasonal competitor analysis & product bench-marking, growing SOW by 15%
- Played the role of a technical consultant throughout the VRF product-life cycle from system design until sales deployment to drive retention and scale repeat client orders by monitoring KPIs like SOW, WL%, etc, front-ending feature documentation and delivering P2P marketing & bench-marking presentations to C level executives, that resulted in an average 21% increase in client satisfaction
- Recognized as "Star Performer" in 2017 & 2019 for 2M $ YOY revenue contribution and improved business strategy management

Founder & Analyst
HWeAC

01/2020 – Present   *Berkeley, United States*

A SaaS based B2B contracting marketplace for the HVAC industry. Currently at conceptual and early design stage.

- Developed concept charts, user stories & pain points analysis to deploy test cases and identify Product Market fit
- Used FIGMA to design prototypes and map customer journey. Received a 60% feedback rate with positive review
- Re-aligning product scope and vision to implement benchmarking UX /UI interactive tools by adding Machine Learning for smart contracts

ADDITIONAL EXPERIENCE

Data Analyst | Federal Aviation Agency, United States (09/2019 – Present)
- Used Feature correlation method to identify the relationship between equipment outage, airport delays and operational costs to aid smart investment decisions
- Incorporated Centrality and Reliability Analysis over the 10M rows of BTS dataset using Python & used TABLEAU for visualization

Data Analyst | Lumen Solar Energy, United States (01/2020 – 05/2020)
- At this startup, actively sourced relevant Big Datasets to build a 1.7M rows of training data and build models for future load predictions
- Achieved 67% accuracy though Time Series Analysis & ARIMA modelling to predict 2020 energy load consumption

EDUCATION

M.Eng, Management Sciences & Engineering
University of California, Berkeley

08/2019 – 05/2020   *United States*

- Product Development
- Data-X
- Data Analytics
- Marketing & Leadership

B.Tech, Production Engineering
National Institute of Technology, Tiruchirappalli

06/2012 – 05/2016   *India*

- Economics of Industries
- Supply Chain Management
- Production Planning
- Lean Manufacturing

TECHNICAL SKILLS

TABLEAU   Python   SQL   Excel   CRM   C++   JIRA   FIGMA   Data Visualization   Market Research

Entrepreneurship   Product Roadmap   Business Strategy   Key Account Management   Cross Functional Liaising