

RAGHAV V

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Marketing Business analyst, focused on KRAs like Customer retention, Customer Satisfaction, New lead/customer generation, Liaising with stakeholders with the support of analysis and technology.

EXPERIENCE

MARCH'19 – TILL DATE

BUSINESS ANALYST-MARKETING AND OPERATIONS, SULEKHA NEW MEDIA PVT LTD

- Payment automation**, faster online payments for customer onboarding. Reduced **100%** time for customer on-boarding (3days-0mins)
- Whatsapp Chat-bot** integration for **cost reduction (upto 63% per month [1,00,000 per month to 37,000 per month])** and **faster customer query resolutions (66% - 90% reduction in time)**.
- CRM Effectiveness**, Introducing **technology** driven CRM to improve Service Partners and Consumer satisfaction.
- Service Partners actionable **business insights** using **automated dashboards** improving **operational effectiveness**.
- Overhaul** of Customer **ticket management system (85% reduction in redundant ticket types)**, creating **logical buckets** and diverting tickets to the appropriate teams.
- SEM campaign dashboard** – Performance insights (Dashboard that helped to increase **Click through rates** by **6%-10%** which helped **conversions** to improve **30%-40%**), budget overruns (Dashboard to **analyze, pause and increase 1.5 Cr INR** budget per month based on target accruals required), Brand reach, key metric analysis.

AUG'18 – JAN'19

BUSINESS ANALYST-OPERATIONS, FAREPORTAL INDIA PVT LTD

- To measure key metrics of agents and call mix such as **Conversion, AHT, Abandonment, Service level, Revenue shrinkage, Occupancy, call disposition** reports by creation of dashboards and reporting systems.

JUN'17– JUN'18 – PURSUED PGDM PROGRAM IN MARKETING, OPERATIONS AND FINANCE.

MAY'15– MAY'17

PROJECT MANAGER-FIELD OPS, SAT3TEL INFRASTRUCTURES PVT LTD

- Procurement, Invoicing, Logistics planning and Energizing of Solar power plant** (Microsites) in Uttar Pradesh. Projects of size 20 sites were handled each with capacity of 40KW.

EDUCATION

JUN 2018

PGDM, WOXSSEN SCHOOL OF BUSINESS

- With a GPA of **3.8/4**, completed my graduation in Marketing, Operations and Finance. Skilled in Tableau, R and R Studio, Watson Analytics Six Sigma (Green Belt), MS Office tools.

JUN 2015

B.E. MECHANICAL, SAVEETHA SCHOOL OF ENGINEERING

- With a CGPA of **8.9/10**, completed my UG with a vision to venture into automobile and energy sector.

SKILLS

- SQL for analysis
- Six Sigma (Green Belt)
- Tableau
- R Studio
- Watson Analytics
- Marketing Insights, Consumer Behavior
- Stakeholder liaising, Business requirement documents
- MS Office/Excel
- Use case analysis
- Logical Flow chart analysis for processes

ACTIVITIES

Ardent and Logic driven | Tropophilic | Travel and Photography lover | Movie Buff | Multi Sport Athlete