

Krishna Chaitanya

Support and Sales Analyst

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SUMMARY

*Results-driven Data Analyst with expertise in leveraging data insights to inform business decisions and drive growth. Utilizing a unique blend of analytical, technical, and business skills to collect, analyse, and interpret complex data, and provide actionable recommendations to stakeholders.

*Expert on automation development.

*Connect with stakeholders and end-users to understand their pain points with respect to the existing CRM system. This step will be prerequisite for designing the system that the client needs.

*Data maintenance and retargeting the customers for renewals.

*Good in Email Marketing and lead generation.

*Hands on various tools such as Lead Squared, ZOHO, PostgreSQL, Tableau, Google Ads, Gupshup.

*Strong Analytical skills with hands on experience on reporting tools.

*Knowledge on CRM platforms and Email Marketing tools like Lead squared.

*Workflow Automation in ZOHO Desk.

PROFESSIONAL EXPERIENCE

>Sales and Support Analyst, DocTutorials Pvt Ltd

Nov 2023 - Present

*Create systems and strategies that enhance the relationship between a company and its customers

*Assisted in the analysis of sales performance data, identifying key areas for improvement in the sales process.

*Supported the implementation of a new CRM system, training sales staff and ensuring smooth adoption.

*Expert on automation development.

Key Skills and Tools:

Data Analysis: Excel, Google Sheets, PostgreSQL, Basics of Tableau

CRM Systems: Lead Squared

Technical Support: ZOHO

>General Manager, Cigma

Feb 2022 - Oct 2023

*Spearheaded creation of company name and logo, developed comprehensive brand guidelines, ensuring consistent representation across all channels.

*Crafted and executed multi-channel marketing plan.

*Implemented analytics setup, providing granular insights into customer behaviour.

*Increased overall business efficiency by 30% through strategic implementation of integrated business systems

Skills:

Business Strategy Development

Brand Management

Data Analytics & Visualization

Marketing Planning & Execution

EDUCATION

Executive Program in Business Analytics & Data Driven Decision Making

Nov 2024 – present (Mar – 2025)

IIM Visakhapatnam

*Comprehensive curriculum focusing on advanced analytical methodologies and strategic decision-making

- * Hands-on training in cutting-edge analytics tools and technologies
- *Big Data Analytics and Cloud Computing
- *Business Intelligence and Data Visualization
- *Case study analysis of real-world business challenges across multiple industries

Maharaj Vijayaram Gajapathi raj College of Engineering (Autonomous) MVGR - Bachelor of

Aug 2016 - Sep 2020

Technology, Chemical Engineering - GPA: 6.1

>Personal Project

*Study on production of Methanol brine (Developed to protect system metal from corrosion) *Design of 1-2 shell and tube heat Exchangers

>Achievements

*Attended state basketball meet on behalf of Vizianagaram (2019-2021)

*Central Zone level silver Medal in basketball

>Narayana Junior College - Intermediate, Mathematics, Physics, Chemistry - GPA: 89.5

Apr 2014 - Apr 2016