

ANUSHA KALRA

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PROFILE

An outgoing and data-driven postgraduate in Business Information and Analytical Systems, experience assessing and analyzing data to understand problems to provide workable solutions collaborating with stakeholders to drive performance. Proficient in problem solving, critical thinking and decision making, currently looking for a work opportunity as an Analyst.

PROFESSIONAL EXPERIENCE

Employer: Sharp India

December 2023- Present

E-commerce Analyst

Responsibilities:

- Conduct market research and analysis to identify potential prospects, conduct outreach, and build customer relationships to drive sales.
- Responsible for improvising and adding new listings for products on Amazon and Flipkart.
- Responsible for providing support to the onsite sales team, generating monthly, weekly and quarterly sales and stock report.
- Collaborate with cross-functional teams, including development, marketing and customer service, to execute online campaigns and promotions to attract leads.
- Monitor customer feedback, reviews and ratings to identify areas of improvement and implement strategies for enhancing customer satisfaction and retention.

Employer: Spearline, Ireland

June 2022- August 2023

Sales Engineer

Responsibilities:

- Partnered with the teams as a technical expert to lead discovery meetings, served as a first point of contact for issues within the project space.
- Identified critical issues, pain points for the customer applications, to conduct product demonstrations for Testrtc(TestingRTC, WatchRTC and QualityRTC) based on WebRTC technologies.
- Worked across teams to manage product issues, dependencies, managing Proof of Concepts (POCs) for customer accounts, sharing POC feedback and meeting customer goals.
- Performed competitor analysis (SWOT analysis) for Testrtc products and support for technical documentation of products.
- Provided complete test cases, test coverage to support automation testing of client mobile and web applications.
- Designed customer analysis dashboard using Tableau and Excel to identify KPIs and provide actionable insights.
- Assisted the sales team in achieving quarterly targets of 200K and improving product adoption rate by 10% to suit the client specific needs.

Employer: Global Share, Ireland

Oct 2021-Jan 2022

Implementation Analyst

Responsibilities:

- Provided end-to-end support for project execution for customer share plan portfolio accounts.
- Handled and designed customer portfolios according to customer needs and implementation activities.
- Guided customers through the processing rules, specifications, and documentation.

Employer: American Cyber Systems, India

Aug 2019-Aug 2020

Trainee Recruitment Consultant

Responsibilities:

- Interpretation of client's business requirements in a form of report and communicated these requirements to senior management using conceptual data and process models.
- Drove sales growth campaigns for staffing solutions and conducted business processes reviews against several key metrics including customer satisfaction, customer engagement and performance, employee satisfaction, client satisfaction and operational efficiency.
- Provided quality control support and assistance to internal and external stakeholders during pre-sales phase

- For continued improvements in day-to-day issues related to HR recruitment process.
- Assisted in quality control of requirement analysis reports – scheduled interviews & reviews with clients and candidates.
- Awarded Right Click prize for improving the candidate recruitment process.

TECHNICAL SKILLS

- Tools:** Tableau, Trello Boards, Microsoft Excel, MIRO, JIRA.
- Programming Languages:** Python (Data Analysis), HTML, CSS, R, WebRTC, SQL
- CRM:** Salesforce, Bullhorn, HubSpot
- Functional Domain:** Business Process Improvement, Data Gathering and Analysis, Customer Relationship Management, Project Management, Project Documentation, Data Visualization, Sales Engineering, Technical Writing, Market Research, Agile Methodologies.

EDUCATION:

University College Cork (UCC), Ireland

Sept 2020 - Aug 2021

MSc in Business Information and Analytics System | Grade- 2.1

The NorthCap University, India

July 2015-June2019

Bachelors in computer science and engineering |

Grade-1.1

ACADEMIC PROJECTS

Happy News Website Data Analysis Research Project

Jan 2021- July 2021

- Developed a positive 'Happy News Website' aimed to bring positive news to people in Ireland.
- Gathered data via customer surveys on emotional impact of viewing negative news on people in times of COVID.
- Performed web scrapping from news websites BBC New, CNN and Irishtimes and performed data analysis and sentiment analysis on news headlines using python and R.
- Designed website UI/UX prototype using Figma.
- Developed Stakeholder Analysis, Personas, Customer & Employee Journey Mapping using MIRO board.
- Developed the business plan with technical specifications which include project finance, sales, people requirements and market research for the project.

Business Analysis Research Project on Renewable Energy

Feb 2021

- Collaborated with stakeholders to identify challenges in the energy storage in Ireland.
- Provided recommendations to utilize data to build Intelligent Network Systems through machine learning and data analytics techniques using Python and R for energy optimization.
- Received the best project report recognition from the professors.

VOLUNTEER EXPERIENCE

- OCM (Committee Member) at University College Cork**
- Forum Fellow at WIP (Washington Ireland Program) Forum 2020**
- Volunteer for National Service Scheme at NorthCap University**

Nov 2020- Sep 2021

Sep 2020- Nov 2021

Jan 2017-Jan 2019

LANGUAGES

- English (Fluent)
- German
(Beginner)