


Kata Sandeep Reddy

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Career Objective

Experienced Business Analyst with over 7.5 years of expertise in bridging business needs with technical solutions. Proven ability to optimize processes, enhance stakeholder collaboration, and deliver data-driven strategies that drive measurable business success.

Core Competencies

- Market Research & Analysis
- Client Relationship & Management
- Leadership & Team Management
- CRM Systems Proficiency
- Business Process Optimization
- Requirement Gathering & Analysis
- SWOT Analysis
- GAP Analysis
- Cross-Functional Collaboration
- Agile Methodologies

Technical Skills

- Stakeholder Management
- Creating FRD & BRD
- SDLC Management
- Tools: SQL, Tableau, Power BI, JIRA, Trello, MS Visio, Azure
- Wireframing: Balsamiq
- Collaboration: Document Management, Agile Tools

Professional Experience

Business Analyst

Milaap Social Ventures India Private Limited | Feb 2018 – Nov 2024

- Spearheaded Salesforce CRM implementation, automating processes and reducing manual effort by 40%.
- Designed and deployed user-friendly dashboards, enhancing decision-making and increasing user adoption by 30%.
- Facilitated Agile ceremonies, ensuring on-time delivery of iterative project milestones.
- Led UAT, addressing user feedback and driving continuous platform improvements.

Key Projects at Milaap

Salesforce CRM System Implementation: Automated internal workflows, reducing manual tasks by 40% and improving transparency.

Automated Lead Management System: Streamlined lead processes, resulting in a 20% improvement in lead conversions.

Crowdfunding Platform Development: Enhanced user engagement by 35%, boosting donation rates and user retention.

Business Development Associate

Phoenixpath Finders | May 2016 – Apr 2017

- Conducted market research to identify business opportunities and potential clients.
- Developed client relationships, presenting solutions tailored to client needs.
- Supported sales initiatives, driving a 15% increase in client acquisition.
- Created detailed proposals and presentations, streamlining the sales cycle.

Educational Qualifications

Bachelor of Technology, Mechanical Engineering | Pace Institute of Technology and Sciences (2010–2014)

Master of Business Administration, Banking & Financial Management | Andhra University (2015–2017)