



GULSHAN RATHORE

Address- New Delhi
rathoregulshan1@gmail.com / +91-7017059441
<https://www.linkedin.com/in/gulshan-rathore-806a40174/>

CAREER OBJECTIVES

I have gained valuable exposure to Business Analysis through my Certification program, boosting my confidence significantly. I seek a challenging position in Data Visualization, Machine Learning, and Data Analysis, where I can utilize my skills and continue to grow in my career.

CERTIFICATIONS

1. Certification Program - Business Analyst: Simplilearn Certified in collaboration with IBM - 2024

- Certified Business Analysis Professional (CBAP®)
 - Agile Scrum Master
 - Tableau Public
 - Data Analysis and Visualization with Python
 - Mathematical Optimization for Business Problems
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EXPERIENCE

Senior Associate / Lazzaro HR Solutions

08/2023 - Current

- Spearheaded business development initiatives, identifying new opportunities and forging strategic partnerships to drive revenue growth.
- Implemented targeted email marketing campaigns, resulting in increased engagement and lead generation.
- Conducted comprehensive market research to identify trends, analyze competition, and inform business strategies.
- Led business meetings with key stakeholders, effectively communicating goals, objectives, and action plans.
- Cultivated strong client relationships through proactive communication and personalized solutions, leading to repeat business and referrals.
- Utilized MS-Excel and Google Sheets to analyze sales data, track KPIs, and generate insightful reports for management review.
- Managed international sales accounts, negotiating contracts and agreements to ensure mutually beneficial partnerships.
- Leveraged Microsoft Outlook for efficient email communication, scheduling, and task management.

Business Development Analyst / Leverage Edu

05/2023 - 07/2023

- Employed CRM software to uphold customer databases, monitor sales activities, and analyze customer interactions to enhance decision-making.
- Exhibited adept time management skills to efficiently prioritize tasks and achieve sales targets within stipulated deadlines.
- Conducted cold calls to prospects, effectively converting leads into clients.
- Assessed client issues and recommended appropriate solutions to address their needs.

Sales Analyst / Axis Enterprises

07/2022 - 03/2023

- Led the development and execution of comprehensive sales strategies to penetrate new markets and maximize revenue streams.
 - Utilized direct sales techniques to cultivate and nurture relationships with key clients, resulting in a significant increase in sales volume.
 - Managed sales operations to ensure seamless workflow and efficient customer service delivery.
 - Implemented and optimized sales processes to streamline operations and enhance productivity.
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EDUCATION

B-Tech - AKTU - CGPA : 7 (2020)

Intermediate – C.B.S.E (2015)

Projects

Business Analysis-

Project 1- Canteen Ordering System for Unilever.

- Implemented an automated Canteen Ordering System for Unilever, streamlining lunch operations, reducing wait times, and cutting food waste and costs.

Project 2- Library Management System.

Developed a Library Management Software for Stanford University to automate the handling of over 4 million books. The software streamlined book searches, issue/reissue processes, and data management, resolving time wastage and manual fine calculations. It improved productivity, reduced costs, maintained up-to-date records, and generated dynamic reports, enhancing library efficiency and student engagement.

Tableau – Utilize the Sample Superstore dataset to create a comprehensive and organized dashboard for comparing sales metrics across two selected regions.

https://public.tableau.com/shared/YRP7YF2D6?:display_count=n&origin=viz_share_link

MY SQL- Created an employee database for Science Qtech to generate performance and project reports, optimize employee evaluation, and facilitate HR decision-making.

TECHNICAL SKILLS

- JIRA
 - Confluence
 - Figma
 - Business Analytics with Excel
 - Tableau and MS Office
 - MY SQL
 - Data Visualization with Python
 - Matplotlib
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ADDITIONAL INFORMATION

- **Languages:** Hindi, English & French.