

M ANUSHA REDDY

mailto: manthangodanusha@gmail.com, 9505934534

LinkedIn - <https://www.linkedin.com/in/manthangod-anusha-reddy>



Objective

Detail-oriented and proactive Business Analyst with strong expertise in requirement gathering, business process analysis, and comprehensive documentation including SRS, user manuals, and UAT scenarios. Adept at bridging business needs with technical solutions through effective stakeholder communication and cross-functional collaboration. Skilled in utilizing low-code/no-code platforms like Quixy to design and deliver customized applications efficiently. Experienced in creating interactive dashboards and reports using Power BI, Tableau, and Excel to support informed decision-making. Committed to delivering high-quality solutions that streamline operations, enhance user experience, and drive project success.

Professional Experience

Quixy | Business Analyst | Dec 2024 – present

- Act as a bridge between stakeholders and technical teams to gather, analyze, and document business requirements for custom applications.
- Participate in client requirement calls and ensure clear communication of needs with the internal development team.
- Prepare comprehensive business documentation including: Software Requirement Specification (SRS), Test Cases, User Manuals, UAT Scenarios, and coordinate User Acceptance Testing,
- Support the full project lifecycle—from requirement gathering to post-implementation feedback—ensuring successful delivery.
- Assist in conducting gap analysis and recommend improvements to align solutions with client goals.
- Participated in identify process bottlenecks and suggest enhancements to improve operational efficiency and client satisfaction.
- Design process flow diagrams, wireframes, and architecture visuals using Draw.io to clearly communicate system functionality.

UpGrad – INSOFE

Senior Program Counselor | Apr 2022 - Apr 2023

- Assist students in selecting appropriate courses based on their academic goals, interests, and abilities.
- Provide information about degree requirements, academic policies, and procedures.
- Help students create academic plans and monitor their progress towards graduation.
- Provide information about academic programs, career transfer options, and opportunities for further education or training.
- Handling and resolving issues or concerns raised by students.

Program Counselor – Aug 2021 - Mar 2022

- Providing information on course content, prerequisites, and program structures.
- Helping students navigate the enrollment process, including application, registration, and payment.
- Answering questions about program offerings, deadlines, and required materials.
- Conducting outreach to potential students through emails, phone calls, or webinars.
- Responding to inquiries from students and parents regarding courses, schedules, and other academic-related questions.

Education

- **Post Graduation Diploma In Management (PGDM), Business Analytics**
Siva Sivani Institute of Management, AICTE | 2025 | CGPA :8.38
- **Bachelor of Business Administration (BBA), Human Resource**
Badruka College Of Commerce And Arts, Osmania University | 2021 | CGPA: 9.05 / 10
- **Higher Secondary Education (Class XII), MPC**
Narayana Junior College, TSBE | 2018 | Percentage: 96%
- **Secondary Education (Class X)**
Vignana Jyothi Public School , CBSE Board | 2016 | CGPA: 9.4/10

Internship

Digital Dose | Business Analyst Intern | May 2024 – Jul 2024

- Collect, analyze, and interpret data from various digital marketing channels (e.g., social media, email marketing, SEO, PPC) to generate insights and recommendations.
- Conduct market research to identify trends, opportunities, and competitive landscape to inform marketing strategies.
- Develop and maintain reports and dashboards to track key performance indicators (KPIs) and measure the effectiveness of marketing campaigns.
- Assist in identifying areas for process improvement and optimization within marketing operations and client projects.
- Provide analytical support to the marketing team in developing and executing data-driven marketing campaigns.
- Create and update documentation for business processes, marketing strategies, and project workflow.

Research Projects

A Study on Customers Preference and Sentiment Analysis Towards Zomato Service

- Conducted a sentiment analysis study on customer reviews for Zomato's service.
- Analysed customer preferences and key factors influencing user satisfaction.
- Utilized machine learning models, including Random Forest, for sentiment classification.
- Evaluated and compared model performance to derive actionable insights.
- Provided data-driven recommendations to optimize Zomato's service experience.

A detailed study on promotion and reward policy in Organizations.

- Analyzed employee satisfaction with promotion and reward policies, revealing that more males are satisfied and have received promotions compared to females.
- Found a positive correlation between policy awareness and perceptions of fairness.
- Discovered that increased motivation enhances employee retention and that job satisfaction directly improves work efficiency.
- Concluded that recognizing employee efforts contributes to higher satisfaction and performance.

Sales Performance Analysis for Smart Bazar using Tableau

- Analysing the sales performance across India and building BI report on the same.
- Comparing Product wise sales to understand more sold and profitable product lines.
- Building Visuals for making a comparative study on sales vs profits.
- Building Interactive dashboard to track the same on Tableau.

Bookings Analysis & Reporting for OYO using Power BI

- Analysing Customer Profile through Visualization.
- Understanding the various product performance of OYO.
- Tracking the location wise bookings throughout India.
- Understanding the various booking platforms to get insight on most preferred platforms by customers.
- Building a BI report on Power BI.

Skills

- Proficient in using Microsoft Office suite, including Word, Excel, PowerPoint, and Outlook, for efficient documentation, data management, and communication.
- Familiar in utilizing advanced Excel functions and features, including pivot tables, VLOOKUP, and macros, for complex data analysis and reporting.
- Familiar with basic Python programming concepts, including variables, loops, functions, and data structures, and working towards developing more advanced skills.
- Competent in SQL with the ability to craft detailed queries, manage and manipulate data, and efficiently use joins, subqueries, and aggregates to handle database tasks.
- Expertise in analysing datasets and creating visual representations to communicate insights effectively.
- Skilful at creating dynamic reports and dashboards using Power BI and Tableau to transform raw data into meaningful visualizations and interactive insights that support business decision-making.
- Business Analysis & Documentation: SRS Documentation, Requirement Gathering, Client Interaction, UAT Preparation, Process Mapping, Workflow Design
- Platforms & Tools: Quixy (Low-code/No-code), draw.io, jira
- Hardworking and competitive personality with an optimistic nature, strong problem-solving and analytical thinking skills, excellent communication, adaptability, commitment to work, and the ability to actively participate both individually and in teams.

Certifications

- **Data Analytics Essentials**
- **The Complete SQL Bootcamp: Go from Zero to Hero**
- **Microsoft Excel: Advanced Excel Formulas & Functions**
- **Project Management with Agile**

Personal Profile

- Name: M Anusha Reddy
- Father's Name: M Ananth Reddy
- Mother's Name: M Lakshmi
- Date of Birth: 22/01/2001
- Gender: Female
- Marital Status: Single
- Nationality: Indian
- Languages known: English, Telugu and Hindi

Declaration

I hereby declare that the information above furnished is true to the best of my knowledge and I can authenticate my achievements.

Place: Hyderabad

(M Anusha Reddy)