

SOURAV BANERJEE

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Professional Summary

Results-driven Business Analyst and Sales Strategist with 6+ years of progressive experience in business development, team leadership, and data-driven decision-making. Proven ability to analyze business metrics, streamline sales operations, and drive revenue growth through data insights, CRM optimization, and cross-functional collaboration. Skilled in Excel-based analytics, visualization, and strategic planning to convert business goals into actionable insights.

Core Competencies

Business & Sales Analytics | CRM & Data Management | Market Research & Data Visualization | Forecasting & KPI Reporting | Strategic Planning & Performance Optimization | Stakeholder Communication & Leadership

Professional Experience

Senior Sales Manager – Business Development

Bhanzu | Remote | Feb 2024 – Present

Drive strategic sales operations and data-based decision-making for business growth. Use CRM tools to analyze customer engagement metrics, optimize conversion strategies, and identify sales trends. Mentor and guide cross-functional teams to achieve business KPIs.

Team Manager – B2C | Business Development

Infinity Learn | Bangalore | Jun 2023 – Dec 2023

Managed a high-performing sales team with a focus on data-driven performance monitoring. Analyzed lead funnel data to improve retention and acquisition strategies. Contributed to strategic sales planning and performance optimization through metric analysis.

Team Lead – Sales | Business Development

Ekeeda | Remote | Oct 2022 – Jun 2023

Led a remote sales team; utilized Excel and CRM dashboards to monitor performance and productivity. Conducted root-cause analysis to improve conversion efficiency and campaign ROI. Collaborated with product and marketing teams to align sales insights with business goals.

Business Development Manager

BYJU'S | Nagpur | Jun 2021 – Jul 2022

Supervised a sales team and implemented data analytics to identify performance gaps. Created and tracked KPIs to align team goals with organizational strategy. Delivered strategic insights to improve conversion rates and streamline reporting.

Business Development Associate

BYJU'S | Nagpur | Jun 2019 – Jun 2021

Leveraged CRM tools for lead management, pipeline tracking, and reporting. Analyzed client data to identify upsell opportunities and improve engagement strategy. Achieved consistent sales targets through data-supported customer insights.

Education

B.Tech – Computer Science Engineering

SRM Institute of Science and Technology (SRM IST), Chennai | Jul 2015 – May 2019

Certifications

Business Analysis & Data Analytics Certification – COEPD

Microsoft Excel: Data Visualization, Charts & Graphs | Tools: Excel, Graphs, Visualization, Dashboarding

Technical Skills

Data Tools: Microsoft Excel (Advanced), Google Sheets CRM Tools: Salesforce, HubSpot, Zoho Analytics: Data Visualization, Business Metrics Tracking, KPI Dashboards Soft Skills: Communication, Strategic Thinking, Leadership, Negotiation, Team Coaching