

# Kata Sandeep Reddy

E-mail: sandysandeepreddyk@gmail.com | Contact: +91-9030247375

## Professional Summary

Results-oriented Business Analyst with over 7.5 years of experience aligning business needs with cutting-edge technical solutions. Expertise in optimizing processes, enhancing stakeholder collaboration, and implementing data-driven strategies that deliver measurable business success. Adept in CRM systems, requirement gathering, and cross-functional team leadership within Agile frameworks.

## Core Competencies

**Business Analysis:** Market Research & Analysis, SWOT Analysis, GAP Analysis, Requirement Gathering & Analysis, Business Process Optimization  
**Client & Relationship Management:** Client Relationship Management, Stakeholder Management, Cross-Functional Collaboration  
**Technical Skills:** CRM Systems Proficiency (Salesforce, HubSpot), SDLC Management, Agile Methodologies, Wireframing (Balsamiq), Tools: SQL, Tableau, Power BI, JIRA, Trello, MS Visio, Azure  
**Project Management:** Leadership & Team Management, Performance Metrics Tracking, Agile Ceremonies Facilitation, UAT Leadership

## Professional Experience

Milaap Social Ventures India Pvt Ltd

Business Analyst

(Feb 2018 – Nov 2024)

- Spearheaded Salesforce CRM implementation, automating processes and reducing manual effort by 40%, enhancing efficiency and transparency.
- Designed and deployed user-friendly dashboards, increasing data-driven decision-making and user adoption by 30%.
- Facilitated Agile ceremonies, ensuring timely delivery of project milestones and continuous improvement through iterative feedback.
- Led User Acceptance Testing (UAT), incorporating user feedback to drive platform enhancements and improve user satisfaction.

## Key Projects:

- Salesforce CRM System Implementation: Automated workflows, cutting manual tasks by 40% and improving transparency across teams.
- Automated Lead Management System: Streamlined lead processes, resulting in a 20% improvement in lead conversion rates.
- Crowdfunding Platform Development: Boosted user engagement by 35%, significantly enhancing donation rates and user retention.

## Phoenixpath Finders

Business Development Associate

(May 2016 – Apr 2017)

- Conducted comprehensive market research, identifying new business opportunities and prospective clients, leading to a 15% increase in client acquisition.
- Developed and maintained strong client relationships, presenting tailored solutions to meet specific client needs.
- Supported sales initiatives, streamlining the sales cycle with detailed proposals and presentations, resulting