Sai Ram B

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Professional Experience:

Lecturer, Dept. of Business Analytics, PB Siddhartha College of Arts and Science.
July 2023 – Present, Vijayawada, India.

Asst. Manager, EBPL (United Spirits).
September 2020 – June 2023, Vijayawada, India.

- Assisting the higher authority in decision making.
- Data gathering and developing the dashboards and finding insights.
- Preparing strategies for various products.
- Giving inputs and designing road map for new products.
- Deriving and forecasting market size of the products.
- Conducting review meetings with HODs.
- Developing presentations for product promotions and stakeholder meetings.
- Handling branding and advertisements of the products.
- Making modifications for products according to the latest trends.
- Identifying new business areas where the business could be expanded.

Strategy Analyst, Water-Health International.
September 2019 – Mar 2020, Hyderabad, India.

- Performed secondary research to gather required data for the analysis.
- Conducted primary research through questionnaire & interviews to gather the required information.
- Making the gathered data into useful data using techniques as data cleaning and data validation.
- Prepared data frameworks and strategies for various business units and products.
- Estimated market size of various business units and estimated various key business related figures.
- Supported top management in participating in external & internal forums such as town halls,

conferences.

- Developed presentations for internal and external stakeholders for various business units.

Research Analyst, Link Logik Technologies.
August 2015 – May 2017, Hyderabad, India

- Worked for different products in FMCG sector.

- Data Gathering through questionnaires and personal interviews.

- Analyzed key market, competitive and customer trends and evaluated impact on market segments.

- Conducted research on Market Sizing, Company Profiling and Landscapes.

- Created reports and presentations that clearly highlight the actionable insights combined with business implications/strategical & tactical options.

- Tracked competitor performance and competition strategy.

- Gathered the data related research using different sources like Bloomberg, Factiva etc.

- Integrated Primary, Secondary and competitive intelligence to provide thorough analysis of various market related issues.

- Led market needs analysis through primary and secondary research, to support customer segmentation opportunities and sales initiatives.

Education:
- P.G.D.M. in Research & Business Analytics and Marketing with 62% in 2019, EMPI Business School, New Delhi.

- B. Tech in Computer Science and Engineering with 57% in 2015, JNTU Kakinada, Andhra Pradesh.

- Intermediate in Maths & Science with 59% in 2011, Narayana Jr. College, Vijayawada, Andhra Pradesh.

Achievements & Participations:
- Attended ISTC (3 day Conference) conducted by IBM at Bengaluru in 2017.

- Part of organizing committee in conducting World Water Summit and World Renewable Energy Tech Congress, New Delhi in 2017 and 2018.

- Attended Analytics Knowledge Program conducted by IBM at New Delhi in 2019.