

SHRINITHI MAHADEVAN

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SUMMARY

Experienced Analyst who has a knack of reckoning at the bigger picture in order to drive successful business solutions.

EXPERIENCE

Market Research Analyst, Freshworks

Apr 2019 - Present

- Work towards delivering the right data, translating data into actionable insights and optimizing key sales processes.
- Work directly with and serve as the liaison between business units, technology teams and support teams.
- Communicate with stakeholders in order to maintain transparency and ensure the solution meets customers needs.
- Conceptualizing user scenarios and capture these as workflows and wireframes.
- Coordinate with design experts to create mockups and present solution recommendations.
- Perform sprint planning and risk assessment.
- Competitive Analysis - Providing in-depth analysis on competition as per segments, products and clients.
- Sales Enablement & Customer Relationship Management - Identifying key points of contacts across prospective channels and setting up introductory emails/calls.
- Compiling Reports - Proactively communicate and collaborate with clients/internal teams to analyze information needs and functional requirements and deliver the needed artifacts (i.e., functional requirements, business requirements document, use cases, GUI).

Research Analyst, Relationship Science India Private Limited

Jul 2018 - Mar 2019

- Perform research in the relevant areas of business, technology & science and ideate new concepts, functions, design.
- Examine and review qualitative output from multiple data sets and information sources to ensure data consistency, collection standards and workflow processes.
- Elicit requirements using document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis.
- Interpreted data and made recommendations from findings.
- Deliver informative, well-organized presentations.

EDUCATION

Bachelor of Engineering, Electronics and Communication

Rajalakshmi Engineering College

Jun 2014 - May 2018

GPA: 7.35

Senior Secondary (CBSE 12th), Science

Shri. B.S. Mootha Girls Higher Secondary School

Jun 2012 - May 2014

Percentage: 89.5

Higher Secondary (CBSE 10th), Science

Asan Memorial Senior Secondary School

Jun 2010 - May 2012

GPA: 9.8

SKILLS

Microsoft Office Suite: MS Excel, MS Powerpoint

Wireframing/Prototyping: MS Visio, Adobe XD

Customer Relationship Management: Freshsales / FW CRM

Visualization/Business Intelligence: Tableau

ACHIEVEMENTS

- Best Trainee Star Award - Was awarded the Best Trainee STAR Award at Relationship science India Pvt Ltd for excelling in all preliminary assessments during the basic training period. : Sep 2018
- Employee of the Month ALPHA Award - Won the Employee of the Month ALPHA Award twice for maintaining high quality and outstanding productivity : Nov 2018 - Dec 2018

HOBBIES

- Books, Puzzles, Travel, Badminton
- Volunteer work - Besant Memorial (Animal Dispensary) , U&I (A volunteer-driven charitable organization that is focused on educating underprivileged children)