Pendyala Rashmitha

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SUMMARY

Finance & Analytics professional with 1.2+ years of experience in revenue forecasting, funnel analytics and KPI reporting, including raising demo-to-enrolment conversion from 27% to 52%. Skilled in SQL, Python, Power BI, DAX and Excel, with hands-on project experience in investment portfolio analytics covering P&L, returns and risk metrics.

PROFESSIONAL EXPERIENCE

SHIKARA ACADEMY(EdTech Startup), *Business Analyst & Growth Lead* 01/2025 – 04/2026 | Hyderabad,India

- Owned monthly growth and revenue planning for a **₹15-25L/month** business, building forecasts from lead volume, conversion rates, AOV and pipeline stage.
- Built Power BI and Excel KPI dashboards that **raised demo-to-enrolment conversion from 27% to 52%** by exposing funnel drop-offs and prioritising follow-ups with high-intent leads.
- Analysed CRM funnels with SQL and Python to find stage-level leakage and campaign trends; **re-engaged lost leads, recovering ~15% (~₹3L revenue)**.
- Automated CRM/MIS reporting workflows, **cutting manual effort by ~25% (~5 hrs/week)**.
- Developed GTM analytics for course launches and webinars, tracking lead velocity, conversion and revenue realization to guide launch decisions.
- Led a **3-member team**, setting KPI frameworks and performance dashboards, and supported hiring and retention initiatives.
- **Promoted to Business Analyst & Growth Lead within 7 months**; recognised as **Best Employee of the Year**.

EXAMNORM, *Policy Research & Content Strategy Associate* 07/2024 – 11/2024 | Delhi

- Researched finance, economics, governance and public policy using RBI, SEBI, PRS and government publications.
- Synthesized research into analytical reports, policy briefs and executive summaries.

MUSKURAHAT FOUNDATION, *Fundraising Intern* 01/2022 – 03/2022 | India

- Handled storytelling, fundraising outreach and social media marketing for the foundation's donor campaigns.

SKILLS

Programming & Analytics: Python, Pandas, NumPy, Matplotlib, Exploratory Data Analysis, Statistical Analysis
SQL & Databases: SQL, CTEs, Subqueries, Window Functions, Views, CRM Data Analysis
BI & Visualization: Power BI, DAX, Power Query, Tableau, Excel, KPI & Dashboard Development
Data : Data Modelling, ETL/ELT, CRM Analytics
Financial & Investment Analytics: Financial Statement Analysis, Financial Modelling, DCF Valuation, P&L Analysis, Portfolio Analytics, Trade Analytics, Revenue Forecasting, Valuation Analysis, Benchmark & Performance Analysis, Risk & Volatility Analysis

PROJECTS

APEX CAPITAL — INVESTMENT PORTFOLIO ANALYTICS

- Built an end-to-end analytics solution on a **synthetic dataset of 50K trades (~$34.8bn volume) across 20 portfolios, 4 strategies and 7 sectors over 24 months**, covering trades, prices, holdings, fees and performance.
- Validated data in SQL (trade-value reconciliation, foreign-key and grain checks) and designed a **star-schema model with DAX measures** for P&L, returns, benchmark performance, volatility and sector and portfolio exposure.
- Delivered a multi-page Power BI dashboard (overview, portfolio, trading, risk, instrument and strategy views) tracking **~$247M total P&L and ~$14.8M in fees**.
- **Key findings:** the top 3 Value portfolios generated ~66% of total P&L; Growth portfolios were the most volatile and loss-making despite similar trading volume to other strategies.

EDUCATION

INDIRA GANDHI NATIONAL OPEN UNIVERSITY (IGNOU), *M.A. Development Studies - Pursuing* 01/2026 – Present | Distance

ST. FRANCIS COLLEGE FOR WOMEN, HYDERABAD 04/2020 – 04/2023 | Hyderabad,India
BA Economics, Political Science & Public Administration (EPP)

- CGPA: 8.41 / 10
- Relevant Coursework: Econometrics, Statistics, Macroeconomics, Public Finance

Intermediate(Class 12),MPC, *Narayana Junior College* 04/2018 – 04/2020

- Percentage: 94%

CERTIFICATIONS

- **Cisco —** Data Analyst
- **HackerRank —** SQL (Intermediate & Advanced)
- **Deloitte —** Data Analytics Virtual Experience
- **Tata —** GenAI-Powered Data Analytics Virtual Experience