

Trisa Paul Malayampuram

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SUMMARY

Data Analyst with 3+ years of experience in revenue-driven roles, bringing a strong business foundation from sales into analytics. Skilled in SQL, Python, and Power BI to analyze customer behavior, sales performance, and business trends. Focused on solving real-world business problems through data cleaning, exploratory analysis, and actionable insights..

SKILLS

SQL, Python (Pandas), Excel | Power BI, Tableau

EDA, Data Cleaning, Data Analysis | Customer & Sales Analysis, KPI Tracking

PROJECTS

Ride – Hailing Demand Analysis | Python

- Estimated potential improvement in driver utilization by optimizing allocation during peak hours
- Identified opportunity to reduce idle time during low-demand periods through demand-based positioning
- Highlighted revenue concentration windows contributing to a significant portion of total rides

Retail Sales Analysis | SQL Server

- Queried and processed 1,000+ transaction records to identify customer purchasing patterns
- Segmented customers and product categories to highlight high-performing segments

Netflix Content Analysis | Python, Pandas

- Explored content distribution across genres and release timelines to identify platform trends
- Derived insights on dominant categories and evolving content strategy patterns

EXPERIENCE

MIS & Market Research Analyst | Marker Resources Management Pvt. Ltd. | Jun 2024 – Aug 2025 | Remote

- Evaluated sales and dealer performance data to uncover revenue trends and performance gaps
- Streamlined recurring reporting workflows, improving consistency and reducing manual effort

Business Analyst Intern | Teqfocus | Oct 2024 – Feb 2025 | Remote

- Developed interactive dashboards to monitor multi-channel performance and key metrics
- Consolidated data from multiple sources to generate structured business insights

Inside Sales Representative | Teqfocus | Dec 2022 – Feb 2024 | Remote

- Optimized B2B sales pipeline through targeted prospect engagement strategies
- Coordinated with internal teams to align customer requirements with business solutions

Sales Executive | Pixis | Mar 2022 – Dec 2022 | Bengaluru

- Executed lead generation and delivered product demonstrations to drive conversions

Marketing Executive | Vinyas Innovative Technologies | Dec 2020 – Feb 2022 | Mysore

- Supported lead generation campaigns and conducted market research initiatives

EDUCATION

PGD in Business Analysis – Symbiosis International University (2025 – Present)

e-MDP in Advanced Analytics – IIM Kozhikode (2024 -2025)

MBA – Alliance University (2019 – 2021)

B.Com – Mahatma Gandhi University (2015 – 2018)