

## **Suhaskrishna Reddy Cuppala**

Business Analyst | Business Intelligence & Data Analyst

Exeter, United Kingdom

Email: [suhaskrishna26@gmail.com](mailto:suhaskrishna26@gmail.com)

Social: [www.linkedin.com/in/suhaskrishnareddy](http://www.linkedin.com/in/suhaskrishnareddy)

---

## **Professional Profile**

Results-driven MSc Business Analytics student at the University of Exeter with UK industry experience supporting commercial and delivery teams through market analysis, structured data preparation and insight reporting. I have progressed from supporting data preparation activities to independently delivering competitor benchmarking and service-positioning analysis that directly supports proposals, client outreach and commercial decision-making. I am seeking a Business Analyst or Business Intelligence role where I can continue to apply data-driven insights to improve business performance within UK organisations.

---

## **Professional Experience**

### **IT Market Analyst Intern**

AVS Infosystems, United Kingdom

2025 – Present

I support commercial and delivery teams by transforming UK IT services and OSS market data into clear, decision-ready insights that inform client acquisition and service-positioning strategies. I initially focused on building and validating structured market and client datasets and gradually progressed into leading competitor benchmarking and service-mapping activities across desktop support and enterprise IT services.

As my responsibilities expanded, I began producing market insight reports and Excel-based trackers that improved the consistency and reliability of internal reporting processes and enabled teams to respond faster to new client opportunities. My analysis is now regularly used during proposal preparation and outreach activity to provide evidence-based comparisons of competitors, service coverage and market demand trends.

### **Key achievements**

- Built and maintained high-quality UK market and client datasets across multiple IT service segments, improving data reliability and reducing analysis turnaround time for commercial and delivery teams.
- Progressed into owning competitor and service-positioning analysis, directly supporting bids and client outreach and helping teams present clearer and more differentiated service propositions to UK clients.

# Education

## **MSc Business Analytics**

University of Exeter, United Kingdom  
2025 – 2026

My MSc in Business Analytics focuses on applying data analysis, business intelligence and statistical techniques to real organisational and public-sector problems. Through applied coursework and projects, I use Python, SQL and quantitative methods to prepare and analyse datasets, develop predictive models and communicate analytical findings clearly to non-technical stakeholders. My academic work emphasises analytical rigour, structured problem-solving and evidence-based decision-making within business and public-sector contexts.

---

## **Bachelor of Business Administration (BBA)**

Sathyabama Institute of Science & Technology, Chennai, India  
2021 – 2024  
CGPA: 6.8 (First Class)

The undergraduate programme provided a strong foundation in business operations, performance analysis and management decision-making, with a practical focus on evaluating business performance using data. Through academic and team-based projects, structured analytical thinking, stakeholder communication and professional reporting skills were developed. This programme established a solid grounding in business and quantitative analysis that underpins current work in analytics and business intelligence.

---

# Core Professional Skills

- Business and stakeholder requirements analysis
  - Advanced data analysis and data preparation (Excel, SQL, Python)
  - Data visualisation, storytelling and executive insight delivery
  - Forecasting and predictive modelling for business decision-making
- 

# Tools

- Microsoft Excel (Power Query, PivotTables)
- Microsoft PowerPoint
- Microsoft Teams
- Microsoft Outlook
- CRM and internal sales systems
- Market-intelligence and research platforms

- UK public market and industry data sources (ONS)