

REHAN SHAIKH

SALES ANALYST —Sales Modeling, Data Analysis & Reporting

✉ shaikhrehan276@gmail.com ☎ [\(+1\) 416-388-8545](tel:+14163888545) 📍 [Ontario](#) [in LinkedIn](#)

PROFESSIONAL SUMMARY

Analytical Sales Analyst with expertise in CRM analytics, sales forecasting, and data visualization. Delivered 127% regional sales growth and 28% process optimization using SQL, Power BI, Tableau, and Salesforce to drive revenue intelligence and operational efficiency across multi-channel portfolios. Proficient with transforming raw data through Excel, Google Analytics, and ERP systems into actionable insights that strengthen strategic decision-making.

SKILLS

- **Sales & CRM Analytics:** Salesforce, GA4, Google Tag Manager, CRM dashboards, client segmentation
- **Data Visualization Tools:** Advanced Excel, Office 365 Suite, KPI measurement, and sales data analysis
- **ERP & Financial Systems:** SAP, Oracle for data validation, procurement accuracy, and process optimization.
- **Revenue Operations:** B2B & B2C sales, lead performance, revenue forecasting, and pricing analysis.
- **Operational Reporting:** Inventory metrics, merchandising insights, 3-way matching, financial reconciliation.

WORK EXPERIENCE

Sales & Marketing Specialist

November 2024 – Present

Bell Canada

Ontario

- Designed data-backed pricing models leveraging real-time market analytics and demand elasticity using SQL, maximizing revenue margins across service portfolios and achieving consistent monthly returns of \$39,600.
- Integrated sales and marketing intelligence by unifying cross-departmental KPIs through collaborative data insights in Power BI, enabling targeted campaigns that increased regional sales attainment by 127% overall.
- Expanded product reach by deploying structured cross-sell pipelines in Salesforce CRM dashboards, improving client retention analytics and attaining a 73% overall deal closure rate through sequential engagement monitoring.

Account Specialist

April 2024 – October 2024

TELUS

Ontario

- Expanded qualified lead database by executing segmented prospecting analytics, structured outreach initiatives, driving a 37% rise in client engagement and improving recurring account conversion and retention ratios.
- Optimized Salesforce CRM workflows by implementing automated data governance and intelligent segmentation systems, achieving a 137% overall gain in reporting precision, pipeline visibility, and operational standardization.
- Formulated targeted acquisition frameworks for enterprise accounts using predictive analytics and retention modeling in Tableau, exceeding quarterly acquisition targets by 108% and enhancing overall sales cycle velocity.

Sales Associate

November 2022 – March 2024

Bell Canada

Ontario

- Executed data-driven prospecting campaigns through CRM-based outreach and analytical client targeting, enhancing customer acquisition by 23% overall and boosting total lead conversion across assigned territories.
- Strengthened brand performance by tracking, analyzing client satisfaction KPIs in Power BI, attaining regional recognition for superior service delivery, improving market presence by 15% through performance analytics.
- Evaluated competitive pricing data and market intelligence to refine product positioning, enabling the sales division to exceed quarterly goals by 12% and supporting analytical pricing optimization and revenue expansion.

Concept Manager

November 2020 – April 2022

Lifestyle International Pvt. Ltd.

India

- Managed cross-functional retail analytics for a 28-member team through shopper journey assessment, maintaining a Net Promoter Score of 9/10 and driving continuous improvement in customer retention and loyalty indicators.
- Elevated & monitored brand profitability by optimizing merchandising analytics for private labels, elevating annual turnover to \$163,118, enabling sustainable category growth through data-driven assortment optimization.
- Reengineered store layouts using spatial data modeling, boosting private-label visibility and achieving an incremental revenue uplift of \$32,832 through optimized product placement and strengthened consumer navigation.

Assistant Concept Manager

June 2017 – October 2020

Lifestyle International Pvt. Ltd.

India

- Directed inventory analytics and merchandising operations by deploying data-driven replenishment models and shrinkage control mechanisms, enhancing operational productivity by 18% and increasing overall turnover.
- Developed competitive intelligence reports to realign product assortments, elevating sales velocity across core categories by 12% overall and maintaining profitability amid shifting market conditions and consumer trends.
- Conducted holistic store performance evaluations by integrating financial KPIs with POS analytics, achieving sustained sales growth of 10% and improving forecasting precision within planned performance benchmarks.

Sr. Accounts Executive (PO & NPO Dept.)*Serco Pvt. Ltd. – Client: General Mills***June 2014 – May 2015***India*

- Processed sales and order transactions through SAP and Oracle platforms, maintaining 98% overall reporting accuracy while ensuring compliance with sales controls, audit standards, and financial performance tracking.
- Streamlined sales order reconciliation across purchase orders, invoices, and fulfillment data using Power BI, reducing approval turnaround by 28% overall and minimizing discrepancies across sales operations workflows.
- Enhanced ERP sales data integrity by developing automated validation models, reducing reporting errors by 25% overall and improving sales forecasting precision and revenue reconciliation efficiency across business units.

EDUCATION

PGD - Market Research and Analytics*Centennial College, Ontario***January 2023 – August 2023****PGD - International Business Management***Centennial College, Ontario***May 2022 – December 2022****Master of Management Studies (MBA – Marketing)***Rizvi Institute of Management Studies & Research, India***June 2015 – May 2017****Bachelor of Commerce***Mumbai University – Royal College, India***June 2011 – May 2014****ACHIEVEMENTS**

- **Concept of the Month Award** – Increased business revenue by \$32,832 through strategic layout redesign.
- **Best Customer Service Award** – Recognized for consistent satisfaction backed by positive Google Reviews.
- **Double Promotion Recognition** – Achieved two promotions in one year for exceptional sales performance.