

Astha Ruhela

BUSINESS CONSULTANT | FOUNDER

Noida, sector 41 | 9870848206 | astharuhela.work@gmail.com

Business Consultant with **6+ years of experience** in **analyzing business performance**, identifying growth opportunities, and supporting data-driven decision-making. **Strong background in data analysis**, reporting, forecasting, and stakeholder coordination. Experienced in translating business requirements into clear insights, dashboards, and actionable recommendations. Currently leading a data-focused consulting firm while working closely with clients across sales, marketing, and operations.

Experience

Elite Edge Advertising | Founder

2023 - Present

- Founded and managed a data-driven consulting firm supporting SMEs with business analysis and performance improvement.
- Gather and analyze business requirements from clients to understand goals, challenges, and operational gaps.
- Led **business analysis initiatives** that helped clients improve revenue up to **12–25%** through data-driven insights.
- Translate data findings into clear insights and recommendations for management and stakeholders.
- Supported strategic planning using **forecasting models** that improved sales predictability by **18%**.
- Worked with cross-functional teams, **increasing client retention** by approx. **20%**.

Adzasia Pvt. Ltd. | Head of Business Development (Business Analysis Focus)

2021 - 2023

- Analyzed sales and market data, contributing to a **22% increase in B2B client acquisition**.
- **Built performance reports** that helped leadership **reduce operational costs up to 15%**
- Collaborated with finance and marketing teams to analyze revenue trends, costs, and client acquisition metrics.
- Supported **revenue forecasting** that **improved quarterly planning** accuracy by **12%**.
- Improved reporting structure and visibility of key business metrics across teams.

Mify Solution Pvt. Ltd. | Affiliate Marketing Manager (Data & Analysis Role)

2019 - 2021

- Evaluated affiliate performance data, **increasing campaign ROI** by approx. **18%**.
- **Automated reporting dashboards**, reducing manual effort by **35%**.
- Identified underperforming channels, **improving overall conversion rates** up to **12%**.
- Presented monthly performance insights and recommendations to management.

GLAMRI | Area Sales Manager

2018 - 2019

- Conducted territory performance and sales data analysis to support planning decisions.
- Evaluated regional trends and customer behavior to improve resource allocation.
- **Implemented data-backed strategies** that **increased territory revenue** by **18%**.
- Reported performance insights to senior management.

Choose UR Location Tech Pvt. Ltd. | Corporate Sales Executive

2017 - 2018

- Analyzed lead conversion data, **improving sales conversion rate** up to **14%**.

- Prepared reports on lead conversion, customer retention, and sales performance.
- Assisted management with insights to improve sales efficiency and targeting.

Education

CCS University, Bachelor of Computer Applications (BCA)

2012 - 2015

Skills

Business & Analytical Skills:

- Business Analysis & Requirement Gathering
- BRD & Functional Documentation
- Stakeholder Management
- Process Mapping & Gap Analysis
- Data Analysis & KPI Tracking
- Dashboard & Report Creation
- Trend, Forecast & ROI Analysis

Technical Skills:

- Microsoft Excel (Basic)
- SQL | Python (Basic)
- Power BI | Tableau
- Google Analytics
- JIRA | Agile / Scrum
- CRM Tools (Hubspot)

Certifications

- Inbound Marketing Optimization from **Hubspot**
- Introduction to **SQL** by Simplilearn
- **Agile Explorer** by IBM