

KUBENDREN THAVAR



Personal

- Address**
Carl Franz Straße
35392 Gießen
- Phone number**
017636657068
- Email**
kuben@thavar.net
- Website**
(link)
- LinkedIn**
<https://www.linkedin.com/in/kuben-thavar/>

Skills

Technical Skills

Microsoft PowerPoint
SQL
Python
Microsoft Excel
Data Cleaning Tableau

Soft Skills

Leadership
Time Management
Communication
Teamwork
Business Development
Sales Management

Data analyst with over 15 years of experience in sales and business leadership, skilled in leveraging data insights to drive strategic decisions. Proficient in Python, SQL, Tableau, and Microsoft Excel, with expertise in data cleaning, exploratory analysis, and statistical testing. Proven track record of uncovering trends and opportunities to support business growth in SaaS, industrial, and engineering sectors.

Projects

Game Co: Global Video Game Sales Analysis

15 September – 15 October

Objective: Provided data-driven insights to guide strategic market decisions for Game Co, a new video game company.

Key Contributions:

- Cleaned and prepared historical sales data.
- Grouped, sorted, and filtered data to identify regional trends and top-performing genres.
- Developed visual reports to analyse marketing spend vs sales ROI.

Impact: Reallocating marketing budgets to regions with increasing ROI, such as Japan, and focusing on high-performing genres could enhance sales performance and return on investment.

Tools and Technologies Used: Microsoft Excel, Microsoft PowerPoint

Influenza Season: Resource Allocation Planning

15 October – 31 October

Objective: Created a staffing plan to manage seasonal hospital surges during flu outbreaks.

Key Contributions:

- Integrated data from CDC and Census records.
- Performed statistical analysis and created visual dashboards to highlight peak flu periods and staffing needs.
- Provided state-specific resource allocation strategies.

Impact: Prioritising healthcare resources in high-demand regions and strengthening vaccination efforts could reduce understaffing risks and improve seasonal preparedness.

Tools and Technologies Used: Microsoft Excel, Microsoft PowerPoint, Tableau

Rockbuster Stealth: Customer Rental Insights

01 November – 15 November

Objective: Supported the strategic launch of an online movie rental service for Rockbuster by analysing customer behaviours.

Key Contributions:

- Extracted and cleaned rental data using SQL queries.
- Analysed revenue trends by category and geographic region.
- Built Tableau dashboards to visualise customer preferences and revenue distributions.

Impact: Optimising inventory by removing underperforming categories and increasing the focus on top-performing genres could maximise profitability and market positioning.

Tools and Technologies Used: PostgreSQL, Tableau, Microsoft PowerPoint

Instacart: Customer Purchasing Patterns

16 November – 30 November

Objective: Analysed customer purchasing patterns to improve Instacart's marketing strategies and retention rates.

Key Contributions:

- Merged large datasets and conducted data cleaning using Python.
- Analysed sales patterns to identify peak ordering times and revenue-driving products.
- Created visual reports to track regional spending trends and customer segmentation opportunities.

Impact: Enhancing targeted promotions during off-peak days and focusing on high-demand categories could increase sales, improve customer engagement, and boost retention rates.

Tools and Technologies Used: Python, Jupyter Notebook, Microsoft Excel

Work experience

Senior Account Executive

Oct 2020 - Mar 2024

Proemion GmbH, Fulda (Remote)

- Led the European market expansion for a new product line, working closely with internal teams to adapt strategies for different regions.
- Mentored SDR and lead generation teams, improving the quality of customer outreach and sales opportunities.
- Conducted market research to identify potential customers and partners, aligning business development efforts with regional demand
- Built strategic partnerships, securing key clients and supporting revenue growth.

Head of Subsidiary Sales

Sep 2018 - May 2020

WILO, Johannesburg

- Managed a team of 15 sales professionals across multiple regions, overseeing sales operations and market expansion strategies.
- Developed and implemented sales plans and budgets, ensuring financial targets were met or exceeded.
- Provided market insights to guide pricing strategies, product positioning, and customer engagement approaches.
- Maintained relationships with key customers, partners, and distributors across five countries.

Head of Sales and Business Development: African Platform

Aug 2016 - Dec 2018

WILO, Johannesburg

- Increased sales by 42% in 2016, exceeding set targets.
- Played a key role in expanding operations into East Africa- , supporting the establishment of a new company subsidiary.
- Strengthened the company's distribution network, identifying new business opportunities and potential growth markets.

Account Executive– Connected Countries

Jan 2012 - Jul 2016

WILO, Johannesburg

- Increased export sales by 200% within one year, helping the company expand into new international markets.
- Developed and implemented regional sales strategies, securing multi-million-rand contracts.
- Built and maintained distribution partnerships, ensuring long-term business growth.

Education and Qualifications

Data Analytics Certificate

Sep 2024 - Jan 2025

Career Foundry, Berlin

Master of Business Administration (MBA) – Business Administration

Dec 2019 - Jul 2021

Edinburgh Business School, Heriot-Watt University, United Kingdom

Postgraduate Diploma in Business Administration

Mar 2017 - Jun 2018

Edinburgh Business School, Heriot-Watt University, United Kingdom

Bachelor of Commerce – Business Management

Jan 2011 - Dec 2014

University of South Africa, Johannesburg