

AKASH RAMAKRISHNA IYTHA

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MSc Business Analytics Graduate | Business Analysis | Data Analysis | Entrepreneurship | Process Improvement

PROFESSIONAL SUMMARY

Results-driven MSc Business Analytics graduate with experience in business analysis, stakeholder management, process improvement, client servicing, financial operations, and hands-on entrepreneurship. Skilled in requirements gathering, gap analysis, KPI reporting, and translating business needs into actionable insights. Proficient in SQL, Python, Power BI, Tableau, and Excel, with hands-on experience in Agile (Scrum), predictive modelling, process mapping (BPMN), and data-driven decision-making. Co-founded and operated two food & beverage ventures (a food truck in India and a juice bar in the UK) and currently freelances as a self-taught web developer for clients across multiple industries, bringing a practical, ownership-driven perspective to business problems. CFA (Chartered Financial Analyst) aspirant.

KEY PROJECT

MSc Dissertation: Forecasting Risk in the Indian Stock Market

Aug 2025

University of Kent — MSc Business Analytics | Supervisor: Prof Zhen Zhu

- Delivered an end-to-end analytics project comparing traditional financial risk methods with predictive models across 900+ trading days of NIFTY 50 data.
- Applied Python (Pandas, NumPy, Scikit-learn, Statsmodels) for preprocessing, feature engineering, and predictive modelling.
- Built and evaluated five forecasting models (Linear Regression, Logistic Regression, Random Forest, Decision Tree, ARIMA); Linear Regression achieved $R^2 = 0.32$ with MAE of ₹178 (~0.71% error), ARIMA produced a next-day forecast of ₹25,101 with MAE of ₹156.
- Produced BRD-style business recommendations and Tableau/Python dashboards to communicate findings and strategic insights to stakeholders.
- Translated technical model outputs into actionable business recommendations for institutional investors and risk managers.

PROFESSIONAL EXPERIENCE

Business Analyst, Strategy & Head of Marketing

Mar 2026 – Present

Fight The Demon (FTD) – Herne Bay, UK

- Work directly with the Founder across business analysis, commercial strategy, marketing and operations for Fight The Demon Performance Institute and Demonik House, supporting the business from pre-launch through to live operations and ongoing growth.
- Led the implementation and optimization of core operational technology, including Lightspeed POS, payment processing, online ordering, booking systems and digital infrastructure, translating business requirements into scalable workflows and customer journeys.
- Analyse sales, payment, product and operational performance, investigating transaction discrepancies, monitoring KPIs and identifying revenue trends, underperforming products and opportunities to improve commercial performance.
- Support menu engineering and commercial optimization for Demonik House, using sales performance, customer demand, pricing and seasonal trends to inform product launches, seasonal menu changes, promotions and pricing decisions.
- Developed an unconventional offline customer-acquisition campaign using custom die-cut and interactive marketing cards shaped around Demonik House products, combining physical brand experience, QR engagement, promotional redemption and POS attribution to measure conversion from offline distribution to in-store sales.
- Lead marketing and brand development across FTD and Demonik House, developing integrated campaigns across social media, content creation, offline activation and in-store customer experience while maintaining a consistent premium brand identity.
- Manage supplier sourcing, procurement and commercial negotiations across equipment, furniture, crockery, uniforms, technology and operational supplies, evaluating UK and international vendors based on cost, quality, service and commercial terms.
- Manage recruitment and workforce processes across hospitality and operational roles, including job design, advertising, candidate screening, interviews, contracts, onboarding, training coordination and staffing requirements.
- Coordinate FTD's website, hosting, cybersecurity, business email and technology providers, working with external developers and suppliers to troubleshoot technical issues, strengthen digital infrastructure and support business continuity.
- Produce financial comparisons, cost models, commercial evaluations, process documentation and management recommendations, providing data-driven insights to the Founder to support technology, procurement, pricing, marketing and operational decisions.

Business Analyst Intern

Jan 2024 – Apr 2024

AI Variant – India

- Gathered business requirements and documented functional needs, user stories, and use cases in BRD format.
- Identified workflow inefficiencies through gap analysis and produced process maps (BPMN) with structured improvement recommendations.
- Analysed datasets using Python and Excel, improving reporting accuracy by 15% and supporting data-driven product decisions.
- Worked within Agile (Scrum), contributing to sprint planning, daily stand-ups, and SDLC project delivery.
- Presented data-driven findings and process improvement recommendations directly to senior management, acting in a business consulting capacity to support strategic decision-making.

Client Servicing & Event Operations Executive

Jan 2023 – Jan 2024

Event U Rox – India

- Managed end-to-end delivery of 150+ events, aligning client requirements with operational delivery through structured stakeholder management.
- Reduced planning cycle time by 30% through workflow analysis and process improvement initiatives.
- Supported sales and negotiations, contributing to 20% increase in repeat business.
- Produced KPI dashboards and management reporting packs for senior stakeholders.
- Negotiated contracts, pricing, and timelines with 20+ vendors, securing favorable terms while maintaining strong supplier relationships.
- Managed complex client expectations across high-pressure events, resolving issues proactively and maintaining consistently high satisfaction levels throughout delivery.

ENTREPRENEURIAL & FREELANCE EXPERIENCE

Freelance Web Developer

May 2026 – Present

Self-Employed – Remote/UK

- Self-taught web developer delivering business websites despite no formal computer science background, driven by a personal interest in technology.
- Currently engaged by three active clients across distinct industries: a gym/fitness business, a wholesale distribution business, and an adventure/leisure business offering horse riding packages and classes.
- Manage the full client relationship independently, from requirements gathering and scoping through to build and delivery, applying the same stakeholder-management approach used in business analysis work.

Co-Founder, Dakshin's (Juice Bar)

Apr 2026 – May 2026

Dakshin's – Canterbury, UK

- Co-founded and launched a juice bar in Canterbury with a business partner, leading market entry as a first-time entrepreneur in a new country.
- Researched and navigated UK food & beverage regulations, licensing and compliance requirements to establish the business from the ground up.
- Owned end-to-end purchasing and supplier negotiations, securing cost-efficient deals on ingredients, equipment and operating supplies to run the business at the lowest possible cost.
- Closed the venture in May 2026 following unexpected changes in the co-founders' career circumstances.

Co-Founder, South Indian Food Truck

Nov 2022 – Oct 2023

Bangalore, India

- Co-founded a South Indian cuisine food truck with two business partners, sharing operational responsibilities equally across the partnership.
- Personally managed evening and night operations after full-time working hours at Event U Rox, balancing dual commitments.
- Ran the venture for close to a year, closing it with a 100% profit margin retained across the partnership.

Digital Marketing Freelancer

Apr 2022 – Jan 2023

Streatu & Tuya Oil – India

- Translated client business goals into digital marketing strategies through requirements analysis and stakeholder collaboration.
- Built Tableau and Excel dashboards to track campaign performance, improving engagement by 35%.
- Used performance analytics to optimize customer reach and brand visibility across 3 platforms.

PART-TIME EXPERIENCE

Customer Assistant / Cashier <i>Tesco Extra – Ashford, UK</i>	Dec 2025 – Jan 2026
- Delivered high-quality customer service in a high-volume retail environment, handling 100+ daily transactions with accuracy. - Demonstrated strong communication and problem-solving skills, resolving customer queries efficiently under pressure.	

Part-Time Chef <i>ASK Italian – Canterbury, UK</i>	Feb 2025 – May 2025
- Worked effectively within a fast-paced team environment during MSc studies, contributing to smooth service delivery and consistent operational standards. - Developed strong time management and adaptability skills while balancing academic and professional commitments simultaneously.	

EDUCATION

MSc Business Analytics (Masters) <i>University of Kent, UK</i>	Sept 2024 – Sept 2025
Modules: Data Analytics, Machine Learning, Predictive Analytics, Business Intelligence, Simulation Modelling	
Bachelor of Business Administration (BBA) <i>GEMS B School, India</i>	Sept 2020 – Sept 2023
Modules: Business Analytics, Digital Marketing, Financial Accounting, Procurement Management	

CERTIFICATIONS

- CFA (Chartered Financial Analyst) — Aspirant
- Google Analytics Certification — Google
- Data Analytics Certification (SQL, Python, Power BI, Tableau, Excel) — Industry Certification
- Web Development Certification — Industry Certification
- Social Media Marketing Certification — Industry Certification

ACHIEVEMENTS

- Third Place – Aspire Business Start-up Competition
- First Place – Inter-College Data Analysis Competition
- Completed 400+ Employability Points in analytics and business development
- Co-founded and successfully closed a food truck venture with a 100% profit margin
- Co-founded a juice bar business (Dakshin's) in the UK as a first-time international entrepreneur

CORE SKILLS

Business Analysis: Requirements Gathering, Gap Analysis, Process Mapping (BPMN), User Stories, BRD/FRD, Use Cases, Acceptance Criteria, Stakeholder Management
Methodology: Agile (Scrum), SDLC, Waterfall, Sprint Planning, Feature Engineering
Data & Reporting: SQL, Python, Power BI, Tableau, Excel, KPI Dashboards, Predictive Analytics, Machine Learning, Business Intelligence
Operations & Commercial: Operations Management, Procurement, Commercial Analysis, Vendor Management, Recruitment, Hospitality Operations, Digital Transformation, Project Coordination, Startup Strategy
Entrepreneurship & Technology: Business Start-up & Launch, Market Entry, Supplier Negotiation, Regulatory Compliance, Web Development, Client Management
Tools: Jupyter Notebook, Google Analytics, MS Office Suite, Power BI, Tableau, Excel
Business & Client: Process Improvement, Sales, Client Management, Project Coordination, Cross-functional Collaboration

HOBBIES & INTERESTS

Chess & Poker — both disciplines reinforce strategic thinking, risk assessment, and probabilistic decision-making under uncertainty, skills directly transferable to business analysis and data-driven problem solving. Badminton — competitive sport developing discipline, focus, and teamwork. Photography — developing an eye for detail and visual storytelling. Passionate about financial markets, algorithmic trading, and applying machine learning models to stock market prediction, an interest reflected directly in my MSc dissertation research and CFA pursuit.