



<b>Designation</b>	Business Analyst
<b>Business Unit</b>	Sales and Business Development
<b>Location</b>	Mumbai
<b>Experience</b>	3-4 Years
<b>Qualification</b>	Bachelor's degree in engineering, Finance, Economics, or a related field and MBA or equivalent

## About Us

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

Prime Focus Technologies (PFT) is the creator of CLEAR® and CLEAR®AI. CLEAR® is an award-winning Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain and builds a connected enterprise. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain.

PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League and more.

Prime Focus is listed on the NSE and BSE in India. For more information visit:

[www.primefocustechnologies.com](http://www.primefocustechnologies.com)

## Who should apply?

- Have a strong background in business analysis, finance, or related fields, ideally with a bachelor's degree or higher in Business Administration, Finance, Economics, or a similar discipline.
- Looking forward to working in a high visibility, high impact role that will be launchpad for accelerated career progression. Willing to make a mark and create a tangible impact on the outcome.
- Keen to learn the dynamics of sales organization in a fast-paced technology company as a business analyst. Looking to work with senior management and stakeholders.
- Have a passion for leveraging data-driven insights to optimize sales performance, drive revenue growth, and enhance overall business outcomes. Possess excellent analytical skills with the ability to interpret complex datasets, identify trends, and derive actionable insights to drive business decisions

## Job Description

- Collaborate with sales leadership to define key performance metrics and KPIs to track and measure sales effectiveness and efficiency.
- Analyze sales data and trends to provide insights into sales process, governance, and forecasting.
- Prepare and present insightful reports and dashboards to sales management and stakeholders, highlighting key findings, trends, and actionable insights.
- Partner with cross-functional teams, including marketing, finance, and operations, to develop and implement strategies and initiatives to support sales objectives.
- Conduct market research and competitive analysis to identify emerging trends, industry benchmarks, and best practices to inform sales strategies and decision-making.
- Support sales forecasting and budgeting processes by providing data-driven insights and recommendations to accurately predict sales performance and resource allocation..



## Skills and Qualification

- Exhibit exceptional communication and presentation skills, capable of distilling complex information into clear and concise messages for diverse audiences.
- Show proficiency in Microsoft Excel, PowerPoint
- Proficiency in tools like SFDC/Zoho (preferred, not mandatory)
- Collaborate with sales leadership to define key performance metrics and KPIs to track and measure sales effectiveness and efficiency.
- Proven experience as a business analyst or sales analyst, preferably in a sales-driven organization or within the technology industry preferred.
- Strong analytical skills with the ability to interpret complex data sets, identify trends, and draw actionable insights to drive business decisions.
- Strong organizational skills with the ability to manage multiple projects and priorities in a fast-paced environment.
- Bachelor's degree in engineering, Finance, Economics, or a related field and MBA or equivalent.