ADARSH JHA

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WORK EXPERIENCE

Humans Of Cinema   **New Delhi, India**
Business Analyst   **Sep 2023 - Present**

• Spearheaded product roadmap initiatives, leveraging key metrics to launch 5 high-impact features within Q4, boosting user engagement by 20%.
• Prioritized community features based on user research, resulting in a 35% surge in engagement within 3 months. Implemented A/B testing and analytics for continuous optimization, enhancing user retention.
• Delivered a feature-rich website with user forums, personalized recommendations, and engaging content streams, exceeding audience expectations and driving positive user experience, resulting in a 25% increase in site traffic and a 12% boost in brand loyalty metrics.

Tata Consultancy Ltd.   **Gurugram, India**
Business Analyst – Healthcare Sector   **Dec 2021 - Sep 2023**

• Streamlined ETL processes and enhanced data integrity across patient reports, reducing errors by 10% through strategic implementation of solutions.
• Collaborated with cross-function teams to deliver accurate patient reports and monthly insights through database querying, enabling informed decisions and boosting stakeholder satisfaction by 15%.
• Automated manual job run tasks using Autosys software, increasing operational efficiency and contributing to time savings of 3 hours per day and a cost savings of $24,000 per year.

Business Analyst – BFSI Sector

• Conducted comprehensive requirements gathering sessions with stakeholders, translating business needs into actionable specifications for process optimization initiatives within the BFSI domain.
• Performed gap analysis and process mapping to identify inefficiencies, recommending streamlined workflows and automation solutions and process optimization, resulting in a 25% improvement in operational productivity.
• Led cross-functional validation of data systems, ensuring accuracy of data processing and reporting systems & enhancing stakeholder satisfaction by 18% using Key Performance Indicator (KPI) Measurement and Monitoring.

EDUCATION

Chandigarh University   **Punjab, India**
Bachelor of Engineering, Computer Science   **Aug 2017 - Jun 2021**

SKILLS

Technical: SQL, Python, Advanced Excel, Tableau, Power BI, Data Analysis & Visualization, SAP

Business Analysis: Requirements gathering, Stakeholder management, Agile Methodologies (Scrum, Kanban), Insights Generation, Project Management, Jira.

PROJECTS

Improving Blinkit's Upfront Pricing Precision in Ride-Hailing (Python) 🔗
• Conducted comprehensive data analysis using pandas, matplotlib and seaborn to identify key factors impacting upfront pricing accuracy in Blinkit's ride-hailing service. Recommended strategies to enhance GPS data quality, manage destination changes, and improve pricing model robustness, fostering customer satisfaction and operational efficiency.

Myntra Market Insights: Leveraging SQL Analytics for Strategic Decision-Making (SQL) 🔗
• Utilized SQL analytics to extract actionable insights from Myntra's product dataset for informed decisions on product promotion, brand partnerships, and event strategies, thereby optimizing sales and enhancing customer engagement.

Swiggy's Indian Food Ecosystem – Dashboard (Excel) 🔗
• Leveraged data visualization to unlock key insights in Swiggy's food ecosystem using Excel, highlighting top-rated restaurants, city- specific trends, and optimizing average dining expenditures.

CERTIFICATIONS 🔗

• Google Data Analytics Professional Certificate
• Complete Data Analytics Internship & Training Program – Geeks for Geeks
• Google Business Intelligence Professional Certificate
• Tableau Advanced Visualization Certificate
• Google Agile Project Management