ANUSHA BASAM

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PROFESSIONAL SUMMARY

Results-driven Business Analyst and Data Analyst with over 5+ years of experience in delivering data-driven insights, enhancing operational efficiency, and supporting strategic initiatives. MS in Business Analytics from the University of North Texas with a 4.0 GPA. Proficient in Python, R, SQL, Tableau, and Power BI, with a solid background in Agile methodologies, Business process modeling, and cross-functional collaboration. Demonstrated success in building analytical tools, automating reporting processes, and translating complex data into actionable insights. Committed to leveraging data to drive informed decision-making and continuous business improvement.

EDUCATION

University Of North Texas   **Jan 2024 - May 2025**
Master of Science in Business Analytics, GPA: 4.0/4.0
Institute of Public Enterprise   **Aug 2019 - May 2021**
Post Graduation Diploma in Management, GPA: 3.8/4.0
Certifications
Microsoft Business Analyst   **Jan 2025**
Career Essentials in Business Analysis by Microsoft and LinkedIn   **Jan 2025**
Atlassian Agile Project Management Professional Certificate   **Jan 2025**
Data camp SQL, R, Python   **May - Oct 2024**
Google Data Analytics   **Nov 2024**

SKILLS

Programming Languages & Technologies: Python, R, SQL, HTML, CSS, JavaScript, C#, ASP.net, Angular, .net core, MVC
Analysis & Visualization Tools: Power BI, Tableau, Google Analytics, Power Platform
Business Analysis: Requirement Gathering, Business Process Analysis, Technical Documentation, ERP Systems, Product Backlog, User Acceptance Testing (UAT), SDLC, Stakeholder management, Project Management, Business Process Modeling, STLC, API
Frameworks & Tools: Agile, Scrum, Kanban, Postman, JIRA, Microsoft Office Suite, UML, MS Visio, MS Project, SAAS, SAP

EXPERIENCE

Senior Business and Data Analyst   **Apr 2019 - Dec 2023**
Invesco India Pvt. Ltd.   Hyderabad, India
- Led cross-functional requirement gathering sessions, to gather, document, and analyze business/system requirements, enhancing traceability and reducing ambiguity, which improved project delivery timelines by 25%.
- Translated business needs into clear user stories, process flows, and acceptance criteria while maintaining traceability matrices and detailed test documentation.
- Reconciled 500+ unmatched monthly trades using tools like TLM, Aladdin, CRD, SQL, and Excel, reducing failed trades by 90%, enhancing overall data integrity and financial accuracy.
- Worked under hybrid Agile–Waterfall methodologies (Scrum/Kanban). Actively participated in sprint planning, reviews, and retrospectives while utilizing tools like Jira and Azure DevOps for tracking user stories.
- Executed UAT for financial tools (TLM, Aladdin), validated system performance, conducted root cause analysis, and documented defects, to ensure SDLC compliance and improving testing accuracy by 30%.
- Developed and deployed interactive dashboards in Power BI and Tableau, increasing financial metric visibility and improving stakeholder reporting speed by 30%.
- Collaborated with QA to support test automation strategies, automated recurring NAV reports/audit reviews via MS office suite, reducing manual effort by 40%, while ensuring compliance with STLC through review of 1,000+ audit reports.

Research Intern   **Jun 2020-Aug 2020**
Bulls and Bears Investments   Hyderabad, India
- Analyzed HDFC Bank's financial data, derivative strategies and capital markets initiatives using SQL, Python, Excel, Tableau, analytical skills and research methods to identify industry trends and areas for improvement.
- Applied linear programming techniques to refine derivative strategies which impacted an increase in findings and recommended efficiency by 15%. Implemented unit testing for the derivative products to ensure reliability and accuracy, improving the quality of research deliverables and portfolio management.

PROJECTS

Compassionate Decision Support for Post-Acute Care Selection | *Python, R, SQL, Tableau, PCA, MLR, Elastic Net*
- Led a team project to develop a data-driven tool to support patients and families in selecting suitable post-acute care (PAC) services using CMS datasets (89K+ records).
- Conducted advanced EDA and PCA to reduce dimensions from 40+ chronic condition and primary diagnosis variables, enabling efficient modeling and insights generation.
- Built and compared predictive models (Multiple Linear Regression, Elastic Net) to estimate Medicare payment impact across five PAC categories, achieving an adjusted R^2 of 93.3%.
- Created actionable dashboards and model visualizations using Tableau and Excel to communicate findings and enhance decision support usability.

Using Analytics to Help Small Business Firms Succeed | *Python, Flask, Machine Learning, HTML, CSS, Bootstrap, JavaScript*
- Developed an analytics tool to help prospective business owners increase their chances of success by providing them with a personalized SCORE and actionable recommendations based on their industry, sub-category, and location.
- Integrated public data interfaces, machine learning models, and comparative market analysis to generate dynamic scores and tailored insights.
- Leveraged technologies like Python, Flask, HTML, CSS, Bootstrap, and JavaScript to build the platform with a user-friendly interface and seamless integration of backend analytics.
- Focused on reducing small business failure rates (18% in the first year, 50% within five years) by providing data-driven insights and personalized recommendations, empowering businesses in industries like restaurants, salons, and construction with actionable intelligence previously accessible only to larger corporations.

Comprehensive Analysis of Car Sales Performance and Insights | *RStudio, MS Excel, Tableau*
- Conducted a competitive sales data analysis using R programming for identifying key metrics facilitating strategic planning and business growth. Built interactive data visualizations and data stories using Tableau and Excel to present insights enabling data driven decisions which enhanced car sales with market alignment.

Data Analysis, Hypothesis Formulation, Interpretation & Valuable Insights | *SQL, MS Office, SAS, Tableau*
- Conducted a detailed analysis of unstructured data, focusing on statistical analysis. Utilized tools such as SQL, Excel, SAS and Tableau for efficient data management, analysis and accuracy.
- Presented findings in clear data visualization formats, demonstrating key insights derived from hypothesis testing.

Student's Mental Health Analysis | | *SQL, Python, EDA, Data Manipulation, Data cleaning*
- Using SQL data manipulation skills and EDA studied the mental health of international students to find which factors may have the greatest impact.
- Visualized key trends and insights using, Scikit-Learn, Seaborn and Matplotlib, providing actionable recommendations for overcoming mental illness especially financial funding.

A Study on Financial Derivatives – Futures and Options | *Python, Scikit-learn, Data Cleaning, SQL, Tableau*
- Using python built in machine learning models performed technical analysis of HDFC Bank derivative strategies.
- Analyzed stock price impact over months using integrated SQL based data management and visualized insights through interactive Tableau dashboards showcasing success of HDFC Bank derivative strategies.

LEADERSHIP |CAMPUS| COMMUNITY INVOLVEMENT

Social Service Active Leader| I AUYSA| Hyderabad, India   **Jun 2021 - Present**
- Organized and led "Lead the Future" sessions, empowering youth through monthly and quarterly development programs. Conceptualized and executed diverse events promoting community engagement, social awareness, and cultural celebration. Demonstrated expertise in strategic planning, time management, resource mobilization, and collaborative partnerships, successful in driving service, knowledge, arts, and sports initiatives.