

# AYAN PATEL

## BUSINESS ANALYST | STRATEGY & PRODUCT INTERN

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### SUMMARY

Data-informed and business-focused aspiring Product & Strategy Analyst with experience in user research, product documentation, stakeholder coordination, and insight generation. Passionate about translating complex business needs into actionable product solutions using structured thinking and cross-functional collaboration.

### EDUCATION

#### BTech- Computer Science and Engineering - 9.23 CGPA

Guru Gobind Singh Indraprastha University

- Relevant Coursework: Data Structures, DBMS, Software Engineering, Operating Systems, Computer Networks, Data Analytics, and Business Intelligence Tools.

#### Class XII (CBSE) – 86%

Notre Dame School, New Delhi | 2022

#### Class X (CBSE) – 89%

Notre Dame School, New Delhi | 2020

### SKILLS

Proficient in tools such as Power BI, MS Excel, Notion, Canva, SQL (basic), and Google Workspace. Skilled in market research, requirement gathering, PRD writing, data visualization, user journey mapping, and business model analysis. Strong in strategic communication, cross-functional collaboration, problem-solving, and leadership.

### EXPERIENCE

#### Business Analyst Intern

Ozibook (Remote) | June 2025 – present

- Conducted user and competitor research to identify platform gaps and propose data-backed feature improvements for content creators.
- Created user journey flows and drafted PRDs to streamline product development and align stakeholders on core feature priorities.
- Designed and presented dashboards in Power BI to track key metrics like user engagement, content retention, and onboarding funnel drop-offs.
- Collaborated with product, design, and engineering teams to define MVP scope and prioritize backlog using business impact analysis.

### ACHIEVEMENTS

#### Sebin Memorial Award:

Conferred as the School's highest honor to a single student in the entire batch, recognizing exceptional integrity, leadership potential, and holistic excellence.

### PROJECTS

#### Manthan Kriti, Annual College Innovation Challenge- 2<sup>nd</sup> position

Built a local educational outreach platform ("Tuition Connect") enabling student access to trusted tuition providers. Led user research, conducted field surveys, and developed end-to-end strategy and onboarding pipeline—recognized for addressing community-level education gaps through digital inclusion. Developed an onboarding funnel and early-stage go-to-market strategy, simulating real-world startup conditions.

### CERTIFICATIONS

#### Foundations of Business Analysis – LinkedIn Learning (IIBA® Endorsed)

- Completed foundational training on business analysis principles, stakeholder management, and requirement gathering.
- Gained knowledge of the business analysis lifecycle: from needs assessment to release planning.
- Understood key BA responsibilities across project planning, solution recommendation, and validation phases.
- Earned 2 CDUs from the International Institute of Business Analysis (IIBA®).