**DIPANJAN ROY CHOUDHURY**  
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**Professional Summary**

Detail-oriented **Business & Data Analyst** with 4+ years of experience in **data analytics, business operations, and financial reporting**. Skilled in **SQL, Power BI, and Excel** to transform data into actionable insights. Proven ability in **stakeholder management, KPI tracking, and process optimization**. Experienced in BFSI, fintech, and consulting projects.

**Core Competencies**

* Business Analysis | Data Analytics | KPI Reporting
* Financial Modeling | Process Optimization | Market Research
* Root Cause Analysis | Client Engagement | CRM
* SQL | Microsoft Excel | Power BI | Data Visualization

**Professional Experience**

**Founder & Business Head** | Medilify, Silchar, Assam  
*Jul 2022 – Nov 2023*

* Conducted **500+ customer market survey** for business insights and segmentation.
* Designed **Excel/Power BI dashboards** for operational and financial tracking.
* Achieved **200+ customer base in 6 months**, improving service adoption by **25%**.
* Optimized processes, cutting inefficiencies by **15%**.

**Credit Analyst** | Better.com, Gurgaon, Haryana  
*Jan 2022 – Mar 2022*

* Analyzed **100+ mortgage cases weekly**, highlighting financial risks and operational discrepancies.
* Reduced documentation errors by **20%** via structured data validation.
* Supported cross-functional teams, improving SLA compliance to **95%**.

**Assistant Manager (Management Trainee)** | Mahindra & Mahindra Financial Services Ltd., Jodhpur, Rajasthan  
*Jun 2018 – Sep 2021*

* Created **monthly KPI dashboards** for 500+ client accounts to support senior management decisions.
* Conducted **RCA on 50+ issues**, improving process efficiency and reducing errors by **18%**.
* Increased customer retention by **15%** through improved engagement and service delivery.
* Enhanced lead conversion rates by **20%** with data-backed client strategies.

**Education**

* **PGDM – Marketing & Operations** | Jaipuria Institute of Management, Noida | 2018
* **B.E. – Civil Engineering** | Scholars Institute of Technology & Management, Guwahati, Assam | 2016

**Certifications**

* Mahindra Finance – **CHANAKYA Business Simulation Program (AIMA)**
* **Advanced Excel for Business Analytics** – Coursera (2024)
* **SQL & Power BI for Data Analytics** – LinkedIn Learning (2024)

✅ Now both resumes are **ATS-optimized, role-specific, and measurable (quantified results)**.

* **Credit Risk Analyst Resume** → BFSI, NBFCs, fintech, Big4.
* **Business/Data Analyst Resume** → IT services, consulting, e-commerce, SaaS.