UPDESH YADAV
Business Intelligence Analyst | Data Strategy | Process Automation & Optimization

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PROFESSIONAL SUMMARY

Results-driven **Business Analyst** with 3+ years of experience in **data analytics, process optimization, and automation** across high-volume operational environments. Strong expertise in **SQL, Power BI, Python, Excel automation, and VOC analytics**. Proven ability to translate complex data into actionable insights, driving **SLA improvements, cost reduction, and operational efficiency**, **Exposure to AI/ML.**

CORE SKILLS

Business Analysis & Process Improvement
Requirements Gathering (BRD), Root Cause Analysis (RCA), Process Mapping, KPI Definition, Forecasting, VOC Analysis, Stakeholder Management, Data Storytelling

Data & Analytics
SQL (Advanced Queries, Joins, CTEs, Stored Procedures, Views)
Power BI (DAX, Data Modeling, Dashboards, Power Pivot, Query Editor)
Python (Pandas, NumPy, Matplotlib, analytical programming)
Excel (Pivot Tables, VLOOKUP, Automation, Power Pivot, XLWings)

Automation & Tools
SQL-based ETL, Excel Automation, OpenProject/Ticketing Systems, Agile/Scrum Familiarity, N8N Automation Tool, CRM Tool, ERP System.

Artificial Intelligence & Machine Learning
RAG, NLP, LangChain, Gemini LLM API, Embedding Models, Supervised and Unsupervised Learning

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PROFESSIONAL EXPERIENCE

IndiaMART InterMESH Ltd. (Aug 2022 – Present)
Business Intelligence Analyst (Assistant Manager) – Data Insights & Process Correction
- Performed **service gap and root cause analysis** across **32 internal processes**, identifying systemic issues and corrective actions.
- Implemented **data-driven process corrections**, resulting in **25% reduction in customer complaints**.
- Designed **SQL-based ETL pipelines** to track ticket lifecycle metrics in near real-time.
- Built **Power BI dashboards** to monitor SLA, TAT, CSAT, SDC, and agent productivity.
- Automated operational reporting using **Python, Excel, SQL**, reducing manual effort by **75%**.
- Worked closely with Operations, Customer Service, and Leadership teams to align insights with strategic decisions.

Arpaym Solution Pvt. Ltd. (Oct 2018 – Jun 2020)
Software Sales Executive
- Managed software sales lifecycle and client relationships.
- Tracked leads, conversions, and sales pipeline using Excel-based reporting.

KEY PROJECTS

1.Automated Customer Complaint Categorization
Problem Statement
- High manual dependency in tagging customer email complaints across multiple ticket categories
- ~15–20 hours/week manual effort for complaint triaging

Objective
- Automate customer complaint tagging for IndiaMART ticketing system
- Reduce manual triaging effort and improve TAT

Approach / Solution
- Used IndiaMART ticket category definition documents as a knowledge base
- Converted category definitions and customer emails into semantic embeddings
- Applied vector similarity search to identify top matching ticket categories
- Integrated LangChain with Gemini LLM for contextual reasoning and final tag assignment

Tools Used
- Python, LangChain, Gemini LLM API, Embedding Models, Artificial Intelligence, NLP, RAG

Outcome & Impact
- Reduced manual complaint tagging effort by **85–90%**
- Enabled faster routing and resolution of IndiaMART customer complaints

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2. Internal Process Optimization
Problem Statement
- 32 internal process with inconsistent processing
- SLA adherence at 72%, backlog of 18–22% monthly
- ~20 hours/week manual effort per team member

Objective
- Standardize workflows
- Improve SLA & TAT

Approach / Solution
- Automated ticket extraction and classification using **SQL & Python**
- Redesigned workflow rules and exception handling

Tools Used
- SQL, Python (Pandas), Excel Automation

Outcome & Impact
- SLA improved from **72%** → **94%**
- Manual effort reduced by **85%**
- Escalation response time improved by **40%**

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3. Automated Operational Reporting Suite
Problem Statement
- Manual KPI tracking delayed insights and decision-making.

Objective
- Real time KPI tracking and reduction of manual effort

Approach / Solution
- Built automated **Power BI dashboards** using AWS Redshift & SQL
- Enabled vertical-level and team-level performance analysis

Tools Used
- Power BI, SQL, Excel, AWS Redshift, DAX, VBA

Outcome & Impact
- Real-time KPI visibility
- **10% improvement in SLA adherence**
- 90% reduction in manual reporting effort

EDUCATION
MBA (Marketing)
- University of Allahabad | 2020 – 2022

B.Sc. (Computer Science)
- University of Allahabad | 2013 – 2016

CERTIFICATIONS
- Fundamentals of Data Analysis with Python – 2024
- Data Cleaning & Visualization with Python & Power BI – 2024