

# AKASH RANA

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## Business Analyst | Operations & Data Specialist

**Seeking to leverage 3+ year of business analysis experience, operational workflow optimization, and data-driven problem-solving to support product, business, and process improvement goals.**

### **Profile Summary**

- ❖ Business Analyst & Operations Specialist with **3 years of experience** in workflow optimization, data analysis, and business reporting.
- ❖ Strong expertise in **process mapping, KPI tracking, and dashboard development** using SQL, Power BI.
- ❖ Experienced in analyzing **operational, customer, and financial data** to identify gaps, improve efficiency.
- ❖ Experience in requirement gathering, data cleaning, workflow improvement, and business documentation.
- ❖ Understanding of SaaS product workflows, customer feedback analysis, and market research.
- ❖ Skilled in collaborating with operations, finance, and tech teams to solve business problems.

### **Core Competencies**

**Product & Business:** Product Strategy | Requirement Gathering | Customer Research | Competitor Benchmarking | Workflow Optimization | Data-Driven Decision Making

**Analytics & Tools:** SQL | Power BI | Tableau | Advanced Excel | R language

**Soft Skills:** Leadership | Critical Thinking | Cross-Functional Collaboration | Presentation Skills

### **Work Experience**

#### **Operations & Data Analyst | Niharity Securities & Facilities Pvt. Ltd. | July 2024 – Present**

- ❖ Lead end-to-end **operations management**, improving service delivery, workforce allocation, compliance tracking, and process governance across multiple sites.
- ❖ Develop and maintain **Power BI dashboards, MIS reports, KPI trackers**, and performance scorecards for management-level review.
- ❖ Analyze **operational, financial, and customer data** to identify bottlenecks, improve process gaps, and support data-driven decision-making.
- ❖ Supporting auditing, taxation data preparation, and cross-team coordination.
- ❖ Support **audit processes, taxation data preparation, vendor reconciliation**, and cross-functional coordination with finance and technical teams. Monitored key performance metrics and created MIS reports for leadership review.
- ❖ Implement **quality control frameworks**, monitor SLAs, and ensure business continuity using structured reporting mechanisms

#### **Business Analyst | Flosse | April 2022 – June 2024**

- ❖ Owned key responsibilities in **requirement gathering, product analysis, and workflow optimization** to improve SaaS product performance.
- ❖ Conducted **customer journey mapping, user activity analysis, retention studies**, and created insights to support UX and product roadmap decisions.
- ❖ Performed **market research, competitor benchmarking, feasibility analysis**, and presented actionable insights to product and business teams.
- ❖ Created **dashboards, operational reports, and analytical models** using SQL, Excel, and BI tools to track KPIs and business metrics.

### **Education**

#### **PGDM – Business Analysis & Operations**

Maharaja Agrasen Business School, Delhi | 2024 – Present

#### **BBA**

Guru Gobind Singh Indraprastha University, Delhi | 2020 – 2023 | 8.7 CGPA

### **Certifications**

- ❖ Data Analytics – SLA Institute (2024) | Delhi
- ❖ Product Management Professional Certificate | LinkedIn Learning
- ❖ Operations Management Professional Certificate (by Jack Welch Management Institute)