

# DIVYESH CHOUDHARY

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## PROFESSIONAL SUMMARY

Business Analyst with expertise in SQL, Excel, and BI tools such as Power BI. Experienced in transforming complex datasets into actionable insights, streamlining reporting processes, and delivering dashboards that support decision-making across sales, operations, and finance. Skilled in uncovering trends, performing root cause analysis, and collaborating with stakeholders to translate business needs into measurable outcomes. Proven ability to manage large datasets and optimize query performance to deliver accurate, scalable solutions.

## TECHNICAL SKILLS

MS Office Suite, MS Excel, SQL, PowerBI, Stakeholder Management, KPI Reporting

## PROFESSIONAL EXPERIENCE

### MSR NEWS

Nottingham, UK

Feb 2023 – Aug 2025

#### *Business Analyst*

- Transformed complex data into actionable insights and presented findings through visually compelling PowerPoint presentations.
- Developed and deployed interactive dashboards in Power BI and Excel that visualized KPIs and trends, enabling data-driven decisions that improved operational efficiency by **15%**.
- Partnered with stakeholders to define reporting requirements, creating dashboards that monitored sales performance, cost efficiencies, and market trends to support strategic planning.

### REXERA

Kolkata, India

#### *Market Research Analyst*

Feb 2022 – Aug 2022

- Optimized research processes by standardizing BRDs and process documentation, reducing consultation time by **20%** and improving client satisfaction scores by **15%**.
- Produced actionable market insights by preparing detailed Business Requirement Documents (BRDs) and research reports, directly influencing decision-making and supporting successful international market expansion.
- Minimized client expenditures by **10%** through thorough analysis of regulations and associated costs, implementing **cost-effective solutions** that enhanced client financial efficiency.

### DISENOSYS

Kolkata, India

#### *Marketing Intern*

Feb 2021 – May 2021

- Analyzed website traffic and user engagement data using Google Analytics to refine content strategies, resulting in a **20% increase** in session duration.
- Conducted in-depth analysis of website traffic and social media interactions, identifying trends that informed content strategy adjustments; modifications led to a **20% increase** in average session duration.

## EDUCATION

### MSc Management and Business Analytics

Sep 2022 – Dec 2023

| Nottingham Trent University | UK | Modules: Descriptive, Predictive and Prescriptive Analytics, Data Analysis and Modelling

### Bachelor of Business Administration

Jun 2018 – Jul 2021

| ILEAD, Kolkata | India | Modules: Business Management, Financial Management, Marketing, Business Law and Business Research

## Projects

### Instagram Data Analysis - SQL

May 2025

Analyzed user activity, engagement, and hashtag trends with SQL to uncover customer behaviors.

### Trainline Analysis - PowerBI

Apr 2025

Analyzed Trainline customer behavior using Power BI to generate insights that improved user experience

### Retail Store Analysis - MS Excel

Aug 2024

Identified key sales drivers and improving performance for a retail store data in India