

Divyesh Choudhary

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PROFESSIONAL SUMMARY

Analytically driven and detail-oriented Business Analyst with experience in financial reporting, budgeting, and business performance analysis. Skilled in Excel, Power BI, and financial modeling, with a track record of delivering actionable insights that support strategic and operational decisions. Proven ability to translate complex business problems into analytical solutions, perform root-cause analysis, and deliver data-driven insights that enhance customer experience and operational efficiency.

PROFESSIONAL EXPERIENCE

Business Analyst

MSR Newsgroup Limited

Feb 2023 – Aug 2025

Nottingham, England, United Kingdom

- Developed interactive Power BI and Excel dashboards tracking 10+ KPIs, improving operational efficiency by 15%
- Conducted root-cause analysis to identify process gaps, achieving 10% cost optimization
- Collaborated with marketing, sales, and operations teams to translate data insights into actionable improvements
- Created comprehensive Business Requirements Documents (BRD) to define project scope, objectives, and deliverables

Market Research Analyst

Rexera

Feb 2022 – Aug 2022

Kolkata, West Bengal, India

- Increased client satisfaction by 20% through streamlined consultation processes and comprehensive homeowner association research
- Reduced client expenditures by 10% via regulatory analysis and implementation of cost-effective solutions
- Analyzed client and market data to generate actionable insights supporting strategic decision-making

Marketing Intern

Disenosys

Feb 2021 – May 2021

Kolkata, West Bengal, India

- Created targeted social media campaigns that increased brand awareness by 15% and reduced acquisition costs by 10%
- Contributed to marketing strategy brainstorming sessions with data-backed insights for campaign optimization
- Monitored campaign performance metrics using Google Analytics to track engagement and conversion rates

EDUCATION

Nottingham Trent University

Master of Science in Management and Business Analytics

Nottingham, United Kingdom

Sep 2022 – Sep 2023

ILEAD

Bachelor of Business Administration – Business Administration and Management

Kolkata, India

2018 – 2021

PROJECTS

Instagram Data Analysis | SQL

May 2025

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

Trainline Analysis | Power BI

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 improved performance analysis for retail store data in India

TECHNICAL SKILLS

Data Analysis & Visualization: Power BI, Microsoft Excel (Advanced), Google Analytics

Business Intelligence: Dashboard Development, KPI Tracking, Forecasting

Research & Strategy: Market Research, Qualitative Research, Competitive Analysis, Root-Cause Analysis, Process Optimization

Technical Tools: SQL, Data Collection, Multi-Channel Analysis

Soft Skills: Cross-Functional Collaboration, Stakeholder Presentations, Problem-Solving, Strategic Thinking, Adaptability