G / D

GEETANJALI DHOKE

business analyst

Business Intelligence Support for (Portfolio Case Study)

Company: Digital Dhukan

Project Title: Business Intelligence Support
Company: Digital Dhukan
Role: Business Analyst
Duration: Jan 2025 – Mar 2025
Tools: SQL, Excel, Power BI, JIRA, Confluence, WordPress

Project Overview:

At Digital Dhukan, I supported the development of a SaaS platform designed for small businesses. My focus was on requirement gathering, stakeholder communication, and data-driven insights to inform product and marketing strategies.

Problem Statement:

Digital Dhukan needed data-backed insights to improve platform features and customer engagement. Teams operated in silos with limited visibility into operational metrics and customer behavior.

Goals & KPIs:

✓ Centralize operational and customer data
✓ Create reports for sales, marketing, and product teams
✓ Reduce manual data collection by 70%
✓ Improve stakeholder visibility with real-time dashboards

Approach & Methodology:

✓ Conducted interviews with operations, marketing, and tech teams to gather pain points
✓ Translated business needs into functional specifications and BI requirements
✓ Collected, cleaned, and analyzed customer and usage data
✓ Built dashboards and visual reports to track KPIs across departments
✓ Delivered weekly updates, risk logs, and stakeholder presentations

Challenges & Solutions:

- ✓ Challenge: Data scattered across different tools and formats

  Solution: Consolidated using Excel scripts and SQL queries

- ✓ Challenge: Frequent changes in business priorities

  Solution: Maintained agile documentation (JIRA, Confluence) for flexible iteration

- ✓ Challenge: Stakeholders unfamiliar with data tools

  Solution: Provided simple, visual reports and trained end users

Results & Business Impact:

- ✓ Delivered centralized dashboards for decision-making
- ✓ 70% reduction in manual reporting time
- ✓ Enabled better cross-team collaboration through shared data insights
- ✓ Helped guide feature roadmap using usage analytics and customer feedback

Reflection & Learning:

- ✓ Learned how to manage multiple stakeholders with conflicting priorities
- ✓ Developed expertise in simplifying complex data for non-technical users
- ✓ Strengthened documentation and presentation skills for diverse teams

Stakeholder Feedback:

"Geetanjali was the analytical backbone of our BI effort. Her ability to bridge data and business strategy was critical to our launch phase."
— Co-founder, Digital Dhukan