

## PROFESSIONAL SUMMARY

Ambitious and analytical Junior Data & Business Analyst with hands-on experience in data analytics, process mapping, stakeholder engagement, and strategy development. Founder of GENZAI, an AI-integrated SaaS concept selected for Barclays Bank's Demo Directory. Skilled in communicating technical concepts to both technical and non-technical stakeholders using dashboards, storytelling, and tailored visuals. Proficient in SQL, Python, Power BI, Tableau, and Excel, with a Master's degree in Business Analytics & Big Data from the University of Liverpool. Actively seeking graduate/entry-level roles in data or business analysis within a structured and diverse professional environment.

## PROFESSIONAL EXPERIENCE

### **Role: Founder & Business Analyst | Company: GENZAI (SaaS)** **Aug 2024 – Jun 2025**

- Designed an AI-driven business model integrating OpenAI API to support productivity among students and professionals.
- Conducted market research (100+ survey responses, 20+ interviews), ensuring >70% alignment with target user needs.
- Built process flow diagrams (Visio, Whimsical), improving stakeholder understanding by ~40%.
- Defined KPIs with a senior financial analyst; developed Excel-based forecasts that identified a 15–20% efficiency gain in resource allocation.
- Successfully pitched to Barclays Bank; concept selected for Demo Directory (top ~10% of applicants).
- Translated AI concepts for non-technical stakeholders with tailored dashboards, achieving 90% positive feedback on clarity.
- Performed SWOT, PESTLE, and GAP analyses to assess product feasibility and risks.

### **Role: Business Analyst Intern | Company: KULTUREHIRE** **May 2023 – Jun 2023**

- Analysed 5,000+ social media data points to uncover Gen Z trends, boosting engagement recommendations by 25%.
- Built a full data pipeline (extraction, cleaning, transformation, dashboarding) that reduced reporting time by 35%.
- Designed Power BI dashboards and Excel reports, improving data accessibility by 50% for non-technical users.
- Presented insights that led to 2 platform feature improvements.

## EDUCATION

### **Masters of Science (MSc) Business Analytics and Big Data,** **Sep 2023 – Sep 2024**

*University Of Liverpool, Liverpool, UK*

### **Bachelor of Technology (B.Tech) Electronics and Communication Engineering, Aug 2018 – May 2022**

*Pondicherry University, India*

## SKILLS

- **Technical Tools:** SQL, Python (Jupyter), Advanced Excel, Power BI, Tableau, Seaborn, Matplotlib, Google Sheets, Codespaces
- **Business Analysis:** Process Mapping (Visio, Whimsical), KPI Design, Stakeholder Analysis, GAP Analysis, SWOT, PESTLE, Wireframing, ER Diagrams, Financial Forecasting
- **Data & Analytics:** Data Cleaning, Data Transformation, Predictive & Prescriptive Modelling, Data Visualisation, Dashboarding, Data Storytelling
- **Soft Skills:** Stakeholder Communication (Technical & Non-Technical), Team Collaboration, Business Partnering, Presentation Skills, Cross-functional Alignment

## PROJECTS

### **Dynamic Capabilities and Business Model Innovation For SMEs Through Generative AI Adoption (DISSERTATION)** **Jun 2024 – Sep 2024**

- Leading a qualitative study on the adoption of generative AI, focusing on dynamic capabilities and business model innovations.
- Developed a conceptual model linking dynamic capabilities to successful AI integration with strategic implications for SME (Small Medium Enterprise) planning and innovation.

**Academic Projects – Predictive & Prescriptive Analytics**

**Sep 2023 - Sep 2024**

- Applied machine learning algorithms (KNN, Decision Tree, Random Forest, Linear Regression) to business datasets.
- Evaluated model accuracy and used Python for data cleaning, transformation, and visualisation.

**Business Case Studies (Unilever & Stanford University)**

**Aug 2022**

- Conducted process mapping and stakeholder analysis for hypothetical systems.
- Proposed and documented logical solutions, created ER diagrams, and developed UI wireframes.

**Google App Rating Prediction (IBM Certificate Project)**

**Sep 2022**

- Cleaned and analysed large datasets using Python, visualised insights using Seaborn and Matplotlib.
- Created dashboards based on business logic using Tableau.

### ACHIEVEMENTS

- **Barclays Bank (2024):** Selected for the Demo Directory, gaining investor exposure for an AI business model.
- **Dissertation (2024):** Scored Distinction in Master’s Dissertation on Generative AI adoption and SME strategy transformation.
- **Recognition (2023):** Directly commended by the company director for the quality and impact of delivered insights.

### CERTIFICATES

• SQL (Advanced)	Mar 2025
• Snowflake SnowPro Core Cert Prep	Mar 2025
• Data Quality: Core Concepts	Feb 2025
• Salesforce Essential Training	Feb 2025
• AWS Certified Data Analytics Specialty (DAS-C01)	Apr 2023
• Google Cloud Big Data and Machine Learning Fundamentals	Mar 2023
• Building Batch Data Pipelines on Google Cloud	Apr 2023
• IBM Data Analysis and Data Visualisation with Python	Aug 2022
• Tableau Training	Jul 2022
• Certified Business Analysis Professional (CBAP)	Jul 2022

### VOLUNTEER

**Business Analyst (Volunteer) | Trend Clothing**

**Oct 2022 – May 2023**

- Developed Excel & Google Sheets templates for order tracking, cutting reporting delays by ~30%.
- Conducted SWOT and GAP analyses, introducing accountability measures that improved delivery timelines by ~20%.
- Produced monthly performance reports segmented by region (India, UK, USA) and product category.
- Built Power BI dashboards to track KPIs (on-time delivery, sales, stock turnover), enhancing decision-making efficiency by ~25%.
- Supported sales and operations managers with insights that reduced late deliveries by ~15%.