

MANMATHNATH MAHANTA

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SUMMARY

Dynamic Business Analyst with a strong background in analyzing business processes, conducting client demos, and collaborating with cross-functional teams to deliver strategic solutions. Proficient in using SQL, Power BI, and Excel for data analysis, and experienced in leading projects that drive operational efficiency and business growth. Adept at managing client interactions, conducting user acceptance testing (UAT), and supporting the development of marketing campaigns. Known for a meticulous approach to solving complex business challenges and a passion for continuous process improvement.

SKILLS

- Business Analysis:** Process Mapping, Requirement Gathering, UAT
- Data Analysis:** SQL, Power BI, Excel, Reporting
- Project Management:** Client Interaction, Risk Management, Team Leadership
- Stakeholder Management:** Communication, Collaboration, Decision Making
- Marketing Campaigns:** Campaign Design, Branding, Market Segmentation

PROFESSIONAL EXPERIENCE

Sai Paramount IT Solutions

(July 2024 - Present)

Business Analyst

- Client Demos:** Led and scheduled demos for various software products, presenting features to existing, new, and prospective clients to drive engagement and sales.
- IT Resource Allocation:** Identified and prioritized IT development requirements for clients, ensuring resources were allocated efficiently to meet deadlines.
- Stakeholder Interaction:** Regularly interacted with top-level management of clients to ensure timely payment, gather feedback, and assess service satisfaction.
- Business Process Improvement:** Analyzed business processes to identify inefficiencies, proposing solutions to improve operational efficiency and productivity.
- Risk Management:** Identified project risks and implemented mitigation strategies, ensuring compliance with company standards and enhancing project outcomes.

GEEMSCO Consultancy Services PVT. LTD.

(May 2023 - July 2024)

Project Manager

- Data Analysis and Reporting:** Analyzed critical datasets to provide actionable insights, enabling informed decision-making for project planning and execution.
- Stakeholder Collaboration:** Worked closely with key stakeholders to ensure alignment with business requirements, compliance with industry standards, and successful project outcomes.
- Requirement Gathering:** Acted as a liaison between clients and internal teams, translating business needs into functional requirements for IT solutions.
- Process Improvement:** Optimized workflows and data-handling processes, leading to enhanced efficiency and reduced project turnaround times.
- Client and Stakeholder Engagement:** Fostered strong relationships with internal and external stakeholders, ensuring consistent communication and alignment with project objectives.

PROJECTS

- AtliQ Hardware Insights** (Link: GitHub Repository) (April – 2024)
 - Enhanced Data-Driven Decision Making:** Analyzed sales and manufacturing data to support strategic planning.
 - Improved Operational Efficiency:** Identified areas for cost optimisation and better resource allocation.
 - Refined Market and Sales Strategies:** Provided insights to improve market presence and boost sales.
 - Targeted Customer and Product Insights:** Delivered reports to tailor promotions and product offerings.
- Customer Retention and Call Center Optimization Analysis** (Link: GitHub Repository) (April – 2024)
 - Customer Retention:** Reduced churn by 26.54% through targeted analysis and retention strategies.
 - Call Center Optimization:** Enhanced operational efficiency and customer experience by optimising call centre metrics.
 - Tailored Offerings:** Improved acquisition and retention by analyzing customer demographics and preferences.
 - Service Planning:** Guided infrastructure decisions by assessing the impact of internet services on churn.

CERTIFICATIONS

- Business Analysis by **Microsoft**
- Power BI Data Analytics for all levels 2.0 by **CodeBasics**
- Agile Requirement by **LinkedIn**
- Data Analytics Professional Certificate by **Google**
- SQL Beginner to Advance for Data Professionals by **CodeBasics**
- Excel: Beginner to Advance by **CodeBasics**