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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.

Afame Technologies   (May 2024 - June 2024)
Data Analyst

- **Data Analysis:** Conducted extensive analysis using Excel and Power BI, producing insights on sales trends and customer behaviours to aid in strategic planning.
- **Dashboard Development:** Created a comprehensive Power BI sales dashboard, presenting actionable insights from three years of data to drive business decisions.
- **Cross-functional collaboration:** Worked with teams in HR and other departments to develop reports, demonstrating adaptability and strong communication skills.
- **Project Collaboration:** Contributed to projects by applying problem-solving skills and translating theoretical knowledge into practical, real-world solutions.

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 optimization 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 optimizing call center 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

- Data Analytics Professional Certificate by **Google**
- Excel: Beginner to Advance by **CodeBasics**
- Power BI Data Analytics for all levels 2.0 by **CodeBasics**
- SQL Beginner to Advance for Data Professionals by **CodeBasics**