

Priyanka More | Business & Data Analyst

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SUMMARY

Experienced professional with over 3 years in Business and Data Analysis, proficient in SQL, Python, MS Excel, Tableau, and Power BI to facilitate data-driven decisions and deliver impactful insights. Adept in data analytics, visualization, predictive modelling, requirement gathering, market analysis, and agile methodologies. Demonstrated ability to improve business performance and operational efficiency through effective communication and stakeholder collaboration.

EDUCATION

M.S. Information Systems, CAS in Data Science , Syracuse University, Syracuse, NY.	May 2024
Post Graduate Diploma in Business Administration (Specialization in HR) , Symbiosis International University, India.	Dec 2020
B.E. Electronics and Telecommunication Engineering , Solapur University, India.	May 2017

PROFESSIONAL EXPERIENCE

PTC, USA Data Analyst	Jan 2024 – July 2024
<ul style="list-style-type: none">Conducted in-depth staff survey analysis and collaborated with stakeholders to draw actionable business insights, presenting findings through MS PowerPoint decks.Maintained and optimized Tableau dashboards, created visuals for ad-hoc stakeholder requests, and ensured smooth migration from SQL/Excel to Tableau.Experienced in data filtering, sorting, and grouping, with hands-on SQL, advanced Excel, and Tableau Desktop skills.Worked closely with clients to understand, plan, and deliver end-to-end reports and enhancements, ensuring data accuracy and relevance across large datasets.	
Bullseye for Schools, USA Data and Operations Intern	Sept 2023 – May 2024
<ul style="list-style-type: none">Conducted thorough data analysis, built dynamic client databases, and utilized Tableau for insightful reporting to identify key trends, supporting strategic decision-making and process improvements. Improved CRM precision by 30% and implemented lead generation strategies with HubSpot, Slack, and email, driving higher conversion rates.Engaged inbound leads, scheduled appointments, resolved issues, and maintained clear communication with clients and internal teams. Utilized strong communication skills to convey value propositions and ensure accurate data analytics.	
Magna Infotech Ltd., India Business Data Analyst	Feb 2020 - June 2022
<ul style="list-style-type: none">Conducted stakeholder interviews and market research to gather business requirements, leading to the creation of detailed Business Requirement Documents (BRDs) and Functional Requirement Documents (FRDs), and performed in-depth analysis using Microsoft Teams, Word, and JIRA.Collaborated closely with cross-functional teams to develop strategic roadmaps, prioritize features, and create detailed user stories for agile teams, facilitating User Acceptance Testing (UAT), coordinating feedback sessions, and creating user training materials, resulting in a 20% increase in market share and a 95% user satisfaction.Designed and deployed interactive dashboards and complex reports using Tableau and Power BI for real-time decision-making, which were crucial in reducing response times for market changes by 25%.Pioneered a customer-focused strategy that enhanced requirement gathering and project delivery timelines by 80%, leading to more targeted and efficient reporting solutions.	

TECHNICAL SKILLS

Methodologies: SDLC, Agile/ Scrum, Waterfall.

Documentations: FRD, BRD, SRS, Test Plan, User Guide, User stories, Use Cases.

Project Management Tools: MS Project, MS Excel, MS SharePoint, Jira, MS Access, MS Office Suite

Language: SQL, Python, R.

Python Packages: Pandas, NumPy, Matplotlib, SciPy, Scikit-Learn, SeaBorn, PyTorch.

Databases: Oracle RDBMS, MSSQL Server, MySQL.

Tools: Tableau, Power BI, Hubspot, Slack.

Data Analytics Skills: Data Manipulation, Predictive Analysis, Data Cleaning, Data Mining, Data Visualization, Statistical Modelling, Exploratory Data Analysis, Data Analysis, Business Analysis, Hypothesis Testing, Data Extraction.

Soft Skills: Time management, Leadership, Management, Problem-solving, Negotiation, Decision-Making, Documentation, and Presentation, Verbal communication, Sprint planning.

PROJECTS

Data Visualization and Reporting | Tableau, MS Excel

- Built a Tableau dashboard for city service requests, enhancing transparency and efficiency.
- Extracted, transformed, and cleaned website data, ensuring visualization accuracy through validation scripts, and provided detailed analysis of service requests and government responsiveness.

SQL Data Analysis | SQL, Power BI

- Designed and structured a database for pizza sales data, including import, cleaning, and preparation.
- Developed advanced SQL queries for sales trend analysis, generating insightful reports, and used Power BI for enhanced data visualization.

LEADERSHIP AND CAMPUS INVOLVEMENT

Academic Program Senator and Committee Member in Diversity, Equity, Inclusion, and Accessibility (DEIA) - Syracuse University.

- Advocated for student interests, collaborating with faculty to enhance academic quality and foster a supportive learning environment.
- Contributed to DEIA initiatives, promoting policies and programs that ensure equitable access and inclusivity for all students.