

# POOJA GOUTAM

## Business Analyst

✉ poojagoutam188@gmail.com

☎ +91 7850834284

📍 Jaipur, Rajasthan



[linkedin.com/in/pooja-goutam-/](https://www.linkedin.com/in/pooja-goutam-/)

### Profile

---

Analytical and detail-oriented professional with hands-on experience in business development and data analysis. Skilled in transforming business requirements into actionable insights using tools like Excel, Power BI, and SQL. Strong understanding of process improvement, stakeholder communication, and data interpretation. Currently focused on transitioning into a full-time Business Analyst role with an emphasis on reporting, compliance, and performance optimization.

### Skills

---

**Analytical Tools:** MS.Excel (Intermediate), Tableau, Power BI (Basic) Google Analytics

**Data Analysis:** Data Interpretation, Trend Analysis, Data Cleaning

**Process Modeling:** Process Mapping, Flowcharts, BPMN (Basic)

**Database Management:** SQL (Basic), Google Sheet

**Project Management:** Agile (Basic), Lead Generation, Market Research

**Soft Skills:** Critical Thinking, Communication, Problem-Solving, Time Management

### Experience

---

#### Digital Future Web Solution - Jaipur

July 2024 – Present

BusinessDevelopmentExecutive

As a Business Development Executive, I played a key role in identifying new business opportunities, managing client relationships, and executing sales strategies. I was responsible for generating leads, conducting market analysis, and collaborating with teams to drive revenue in growth. My ability to understand client needs, present tailored solutions, and negotiate effectively contributed to business expansion and success.

#### Digital Future Web Solution - Jaipur

Business Development Executive Internship

Jan 2024 – Jun 2024

During my internship as a Business Development Executive, I gained practical experience in market research, lead generation, and client engagement. I assisted in identifying business opportunities, supporting sales initiatives, and contributing to marketing strategies. This role enhanced my analytical skills, communication abilities, and understanding of business growth strategies, preparing me for a full-time role in business development

### Education

---

Bachelor of Computer Application - Sri. Balaji P.G. Mahavidyalaya , Jaipur

Jun 2023 – July 2025

### Project

---

#### Market Research & Competitor Analysis – Web Development Agencies

Analyzed current trends, pricing models, technology adoption, and market gaps in the global web development industry.

- Conducted detailed market research covering AI integration, low-code tools, and Web 3.0 trends
- Compared 5+ competitor agencies on services, tech stack, and pricing across USA
- Identified high-demand areas like AI-powered websites, e-commerce expansion, and automation
- Created actionable insights for business development strategy and service differentiation
- Tools Used: MS Excel, Canva, Desk Research, Trend Forecast Reports

#### E-commerce Sales Dashboard – Power BI Project

Analyzed sales data from an e-commerce platform and created an interactive dashboard using Power BI. Tracked key metrics like revenue, top products, and customer segments to support business insights.

**Tools Used:** Power BI, MS Excel

### Certifications

---

Business Analysis Certification – [Simplilearn ]

Power BI & Dashboarding – [Simplilearn]

### Languages

---

English , Hindi