

Objective

Business Analyst with proven expertise in both **technical** areas (data analytics, SQL, Power BI, machine learning) and **non-technical** functions (stakeholder engagement, BRDs, UAT, business process mapping). Skilled at translating business needs into actionable insights and effectively bridging the gap between business and technology teams to support strategic decision-making.

Education

Kent State University. Kent, Ohio.

M.S. in Business Analytics

Aug 2023 – Dec 2024 | GPA: 3.8/4

Specialization: Machine Learning

Little Flower Degree College. Hyderabad, India.

B. Com in Computer Applications

Jun 2018 – Jul 2021 | GPA: 3.36/4.0

Technical Skills

Data Analytics & Forecasting:

R, SQL, SSMS, Excel (Power Query, Pivot Tables, Macros), Power BI, Tableau, MATLAB, Python

Machine Learning & Modeling:

Random Forest, XGBoost, Decision Trees, SVM, Naïve Bayes, Neural Networks, Feature Engineering, Time Series Forecasting, Clustering, EDA, Model Evaluation (Accuracy, Precision, Recall, F1-Score, RMSE, MAE)

Visualization & Dashboarding:

Power BI, Tableau, Excel Charts, Heatmaps, Geospatial Visualization, Dashboard Design.

Business Analysis & Documentation:

BRDs, User Stories, Functional Specifications, UAT Testing, Process Mapping, JIRA, Confluence, Lucidchart, PowerPoint

Software Proficiency:

Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Teams), Google Workspace (Drive, Docs, Sheets, Slides, Forms)

Methodologies & Domains:

Agile, Scrum, KPI Monitoring, ERP Systems, CRM Reporting, Campaign Analytics

Business Skills:

Analytical Thinking, Attention to Detail, Problem Solving, Cross-Functional Collaboration, Client Communication, Stakeholder Management, Time Management, Adaptability, Presentation Skills

Professional Experience

Business Analyst

Sep 2021 – Jul 2023

Nextgen Solutions

Hyderabad, India

- **Led end-to-end requirement gathering and documentation** (BRDs, user stories, process flows) using **JIRA and Confluence** for ERP implementations in **Agri-Tech and Retail domains**, improving team alignment and reducing rework by **30%**.
- **Built 12+ real-time dashboards** using **Power BI and Tableau** to track **order fulfillment, SLA compliance, and sales trends** for e-commerce clients, increasing operational visibility and decision-making speed by **25%**.
- **Automated manual reporting tasks** through **Excel Macros and Power Query**, streamlining sales and inventory reports for retail ERP systems and cutting manual effort by **40%**.
- Monitored **operational costs and purchasing trends** to support financial alignment in **ERP systems**
- Coordinated with external vendors during **ERP module implementation and dashboard integration** to ensure timely delivery and data compliance
- Participated in Agile sprint planning and review meetings, ensuring stakeholder alignment and prioritization of requirements
- **Extracted and analyzed domain-specific data** using **SQL and SSMS**, identifying procurement and SKU performance trends that helped reduce excess inventory by **15%** for Agri-Tech clients.
- **Created and optimized process flow diagrams** in **Lucidchart** for logistics and billing modules in ERP systems, enhancing developer clarity and shortening release cycles by **20%**.

Tools & Techniques: Power BI, Tableau, SQL, SSMS, Excel (Power Query, Macros), JIRA, Confluence, Lucid chart, PowerPoint.

Skilled in BRDs, user stories, process mapping, UAT testing, Agile methodology, and KPI reporting for ERP in Agri-Tech, Retail & Ecommerce.

Business Analyst

(Internship)

Aug 2024 – Dec 2024

AB Technologies

Austin, Texas(Remote)

- **Spearheaded the development of automated sales forecasting reports** in **R and Excel**, reducing manual effort by **40%** and improving **forecast accuracy** for senior stakeholders.
- **Designed interactive dashboards in Power BI** to monitor **campaign performance, customer churn, and lead conversion metrics**,

accelerating decision-making cycles by **30%**.

- **Conducted customer segmentation and deep-dive analysis** on market datasets using **SQL**, uncovering untapped segments and increasing **campaign targeting effectiveness** by **20%**.
- **Collaborated with CRM and marketing teams** to map and optimize **reporting workflows** in **Lucid chart**, reducing **report turnaround time by 25%** and enhancing data accessibility.
- **Documented user stories and business requirements** for **marketing analytics initiatives** using **JIRA and Confluence**, ensuring seamless coordination across **analytics, CRM, and business teams**

Tools & Techniques: R, SQL, Power BI, Excel (Power Query, Pivot Tables), Lucidchart, JIRA, Confluence, CRM Reporting, Sales Forecasting, KPI Monitoring, Exploratory Data Analysis (EDA), Data Visualization, Campaign Performance Tracking

Academic Projects

Capstone Project (IMDB Movie Success Prediction)

- Predicted movie success ('hit' or 'flop') by evaluating **24 machine learning models** (e.g., **Decision Trees, SVM, Neural Networks, Naïve Bayes**) in **MATLAB**.
- Improved accuracy using top 10 features selected via **MRMR, Chi-Square, ReliefF, ANOVA**, and **Kruskal-Wallis**.
- Ran 27 experiments with varying feature sets and validation methods; benchmarked using **Accuracy, F1-score, and Confusion Matrix**.
- Introduced **CPU time as a metric**; used the **Ohio Supercomputer Center** to identify efficient models (e.g., **Gaussian Naïve Bayes, RUSBoosted Trees**).

Walmart Sales Forecasting

- Built a **Random Forest** model in **R** to forecast weekly sales, incorporating **holiday, promotion, and lag** features.
- Captured seasonal patterns using **time series decomposition**; evaluated with **RMSE, MAE, R-squared**.
- Identified key sales drivers to guide **inventory planning** and **promotion strategies**.

Uber Data Analysis & Visualization

- Analyzed **geospatial** and **time-based ride data** using **R** and **Excel** to identify peak hours and demand zones.
 - Applied **EDA** and **clustering** to uncover ride behavior patterns.
 - Built **heatmaps** and **dashboards** to support **surge pricing** and **driver allocation** decisions.
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