

SUBHAM DIVYAJYOTI

Business Analyst

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WORK EXPERIENCE

AccionLabs (Client: Walmart) | Senior Data Analyst

(2024 – 2025)

- >> Analysed multi-channel support data (chatbots, voicebots, WhatsApp) via BigQuery & SQL, developing KPIs (**response time, engagement rate, CSAT**) to enhance customer experience
- >> Collaborated with AI teams to refine bot accuracy by identifying fallbacks, **achieving 60% containment and saving ~\$60 per 100 conversations**
- >> Designed automated ETL pipelines, boosting data reliability and cutting processing time by 30%. Implemented **demand forecasting (85% accuracy)** and built Tableau/Power BI dashboards to visualise trends
- >> Conducted RCA to reduce system **downtime by 20%** and created stakeholder feedback loops that **improved NPS by 5%**

ZoloStays | Business Analyst

(2022 – 2024)

- >> Built and executed the Annual Operating Plan, **enabling 5.2× YoY repeat business growth** and expanding international revenue to **5% across 10+ geographies** with minimal marketing
- >> Boosted collections by **2× through third-party financing** while reducing **risk by 30%**; led P&L and market analysis to optimize pricing and regional strategies
- >> Oversaw operations for **300+ staff across 70+ locations** and transitioned **100+ field sales members** to a remote video-based model, increasing market share
- >> Developed dashboards and automated data pipelines, enhancing demand **forecasting (70% accuracy) and system performance**
- >> Led NPS analysis and operations automation for **5K+ weekly bookings**, improving satisfaction and reducing inventory costs via feedback loops and route planning

Vedantu | Data & Business Analyst

(2019 – 2022)

- >> Streamlined ETL workflows, enhancing reporting **accuracy and reducing processing time by 40% (with 20% fewer errors)**; automated CRM processes to cut student enrollment time **from 5 to 2 days**
- >> Built **80+ dashboards/reports** using Excel, MySQL, and Tableau to enable data-driven decisions. Rolled out a Sales Scorecard and **scaled a low-cost model to 12+ cities (750+ students), doubling productivity at 40% lower cost**
- >> Led a **5-member analyst** team and mentored juniors; collaborated with product and business stakeholders to refine strategies and track metrics
- >> Oversaw 100+ outsourced staff to **drive operational and sales performance**

TECHNICAL SKILLS

SQL; Python; R (ggplot2); Tableau; Power BI; Excel/Google Sheets; SAS; SPSS; Splunk; Adobe Analytics; Jira; Confluence

PERSONAL SKILLS

Analytical problem-solving; Critical and analytical thinking; Project Management; Adaptability and Continuous Learning; Attention to Detail; Time management; Problem-Solving and Troubleshooting; Data Collection, Cleaning, Analysis; Visualisation and Requirements Gathering; Root Cause Analysis(RCA), Forecasting

EDUCATION

PG Certification in Business Analytics and Applications (PGCBAA) | IIM Trichy (2023 – 2024)

B.Tech in Mechanical Engineering | Institute of Technical Education & Research (SOA University) (2016 – 2019)