SARAH TABASSUM

Business Analyst

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SUMMARY

Data & Business Analyst with 5+ years of experience using SQL, Power BI, and statistical analysis to validate data, build KPI reporting, and support data-driven decision-making. Proven ability to translate complex business rules into reliable data workflows, improve data quality, and support analytics across operational, financial, and product domains. Experienced in end-to-end delivery, including requirements, testing (UAT), dashboards, and stakeholder collaboration. Strong foundation in business statistics, machine learning fundamentals, and analytics-driven problem solving.

TECHNICAL SKILLS

Business Analysis

BRDs, FRDs, RTMs, SRS, User Stories, Use Case Modeling, Acceptance Criteria, Requirements Elicitation, Requirement Traceability, Business Process Reengineering, Gap Analysis, Change Requests, Application Lifecycle Management, As-Is / To-Be Analysis, Power BI, Tableau, Excel (PIVOT, VLOOKUPS), Power Query, Looker Studio, DAX, M Query

Finance & Reporting

Financial Analysis, KPI & Performance Analysis, Variance Analysis, Trend Analysis, Data Profiling, Root Cause Analysis (RCA), Data Storytelling, Dashboard & KPI Design, Reporting Validation, Operational Dashboards

Marketing & Customer Analytics

Marketing Analytics, Campaign Performance Analysis, Funnel Analysis, Conversion Metrics, Customer Behavior Analysis, Retention & Churn Insights, A/B Test Result Interpretation, CRM

Machine Learning

Supervised Learning (Classification, Regression), Feature Engineering, Exploratory Data Analysis (EDA), Model Evaluation (Accuracy, Precision, Recall, F1-Score), Statistical Foundations, Business Interpretation of Model Outputs

Programming & Automation

Python, Pandas, NumPy, JupyterLab, R, SQL, .NET, REST API Integration, JSON, HTML, Power Automate, Git, GitHub, C++, JavaScript, Workflow Automation (n8n), System Integration Support, AI-Enabled Workflow Validation

Data Engineering

ETL Pipelines, Data Cleansing, Data Validation, Data Modeling, Data Governance, Data Warehousing Concepts, Performance Optimization

Testing & Quality Assurance

Functional Testing, Regression Testing, Test Case Design, UAT Planning & Coordination, API Testing, Defect Tracking (Jira), Test Automation Basics

Tools

Jira, Confluence, SharePoint, ServiceNow, Azure DevOps, MS Project, Smartsheet, Microsoft Excel, Power BI, GitHub, Microsoft 365, MS Visio, Lucidchart, Figma, Balsamiq, Draw.io, Microsoft Teams, Slack, Trello

Methodologies

Agile Scrum, SDLC, Waterfall, As-Is / To-Be Analysis, Cross-Functional Collaboration, Stakeholder Coordination

EXPERIENCE

PamTen Inc.   Remote, USA
Business Analyst   Jan 2025 - Present

- Executed advanced SQL queries for data validation and workflow verification, ensuring accuracy of outputs across multiple integrated modules and enabling reliable downstream reporting, reducing data discrepancies by approximately 25%.
- Performed data profiling, integrity checks, and anomaly analysis to identify inconsistencies in records, flags, and status transitions, improving data consistency and audit readiness across releases.
- Translated complex business rules into functional and data-driven requirements (BRDs, logic rules, mappings), partnering with engineering teams to support database-backed enhancements and ensure deployment readiness with zero critical requirement gaps.
- Supported functional, integration, and UAT testing by designing test cases, validation scenarios, and traceability matrices, contributing to 100% UAT sign-off for assigned releases.
- Led defect triage and root-cause analysis during release cycles, collaborating with developers to validate fixes and retest workflows, reducing post-release defects and rework by 20%.
- Collaborated cross-functionally with product, engineering, QA, and business stakeholders to align data logic, workflow behavior, and acceptance criteria, accelerating issue resolution and delivery timelines.
- Authored technical documentation, SOPs, and knowledge transfer materials to standardize validation, testing, and reporting processes, improving team onboarding efficiency and process consistency.
- Validated AI-supported workflow behavior by testing n8n automation logic and system integrations, ensuring rule execution and data outputs aligned with expected outcomes across interconnected modules.
- Supported reporting and KPI monitoring initiatives by validating data accuracy and workflow outputs, strengthening confidence in analytics used for operational and decision-making purposes.

Amazon Development Center   Hyderabad, India
Business Analyst   Sep 2021 - Aug 2023
- Analyzed large customer and operational datasets using SQL joins, filters, and aggregations, then applied Python-based exploratory analysis to examine support workflows and escalation paths, identifying abnormal transaction patterns that improved issue resolution accuracy by 12%.
- Combined SQL extracts with Python and R data frames to compare multi-source datasets, tracing escalation behavior across system touchpoints, and improving visibility into high-risk cases and workflow bottlenecks.
- Defined rule-based decision logic and data-driven acceptance criteria by validating expected outcomes against historical data patterns using Python and R, ensuring workflow changes aligned with compliance and operational needs.
- Investigated reporting inconsistencies by reviewing SQL query logic and validating results against Power BI visual outputs, restoring consistency across KPI metrics used for operational tracking.
- Supported query refinement and logic corrections by cross-checking SQL results with Python/R calculations, improving report accuracy and reducing confusion in downstream dashboards.
- Built and maintained Power BI dashboards tracking SLA adherence, escalation volume, and defect trends, replacing manual Excel-based reporting and reducing data preparation effort by 15%.
- Conducted root-cause investigations by correlating system outputs, logs, and analytical results from Python and R, contributing to a 10% reduction in repeat issues.
- Partnered with engineering teams to validate data logic changes by reviewing pre- and post-change datasets and confirming expected behavior across dependent workflows.
- Designed functional, integration, and UAT test cases supported by SQL validation queries and Python-based checks, ensuring rule and process updates affecting customer security behavior as intended.
- Reviewed post-release data using Power BI dashboards and ad hoc SQL queries to confirm stability of reports and workflows, supporting accurate monitoring and ongoing operational confidence.

Synchrony Financial   Hyderabad, India
Business Analyst   Sep 2020 - Sep 2021
- Acted as a liaison between business users, operations teams, and technical stakeholders, gathering problem statements, clarifying requirements, and ensuring shared understanding of priorities within a regulated financial environment.
- Conducted As-Is analysis of issue handling and escalation workflows, then defined To-Be process states to improve

handoffs, resolution clarity, and operational consistency.
- Authored and maintained Business Requirements Documents (BRDs) to capture business needs, scope, assumptions, constraints, and success criteria for process and system improvements.
- Developed Functional Requirements Documents (FRDs) detailing workflow logic, data elements, validation rules, and functional behavior to support accurate technical implementation.
- Created process flow diagrams using Lucidchart to visually represent As-Is and To-Be workflows, enabling faster stakeholder alignment and clearer communication of changes.
- Supported Agile delivery practices by converting requirements into user stories and acceptance criteria, participating in backlog discussions, sprint planning, and review sessions.
- Produced low-fidelity wireframes using Balsamiq to illustrate proposed workflow and screen-level changes, facilitating early feedback and reducing downstream rework.
- Analyzed incident and case data using Excel (Pivot Tables, VLOOKUP, filters, summary formulas) to identify recurring patterns and support root-cause discussions and prioritization.
- Coordinated with development and QA teams to validate implemented changes against FRDs and To-Be expectations, supporting stable releases and confirming intended outcomes.

Ardra Design Studio   Hyderabad, India
Junior Software Developer   Jun 2019 - Aug 2020
- Developed backend features using Python and .NET, applying modular design principles to organize business logic, resulting in cleaner code structure and easier feature enhancements.
- Implemented RESTful APIs across Python and .NET services to support communication between backend systems and UI components, enabling reliable data exchange and consistent application behavior.
- Converted functional specifications into technical implementations, contributing to service logic and data-handling routines, ensuring requirements were accurately reflected in working code.
- Added data validation, input checks, and structured exception handling within backend components, reducing runtime errors and improving application stability.
- Worked with relational data models to manage data persistence and retrieval, supporting predictable backend workflows and maintaining consistency across transactions.
- Debugged production and pre-production issues by tracing execution paths, reviewing logs, and isolating logic defects, leading to faster issue resolution and fewer recurring errors.
- Supported performance optimization efforts by refining backend logic and data access patterns, contributing to improved response times and overall system reliability.

PROJECTS

Customer Churn Classification   Jan 2026
- Developing a supervised machine learning model to predict customer churn using historical customer behavior and engagement data.
- Performing data cleaning, exploratory data analysis (EDA), and feature engineering to identify key churn drivers.
- Training and evaluating classification models (Logistic Regression, Decision Tree, Random Forest) using Python.
- Applying model evaluation techniques, including accuracy, precision, recall, F1-score, and confusion matrix.
- Interpreting model results to support retention strategy insights and data-driven decision-making.
Tools: Python, Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, JupyterLab

AI-Enabled Staffing Portal - PamTen   May 2025 - Dec 2025
- Conducted end-to-end business and data analysis across 10+ hiring modules, improving process transparency and reducing manual screening effort by 35%.
- Led backlog refinement, sprint planning, and UAT preparation to strengthen requirement clarity and accelerate stakeholder adoption across product and engineering teams.
- Designed reporting workflows and executive dashboards that enhanced decision visibility by 40% and aligned technical delivery with business goals.

Tools: Power BI, Azure DevOps, SQL, Miro, Excel

Uber Ride Allocation Optimization - University of New Haven   Sep 2024 - Dec 2024
- Analyzed historical ride and driver datasets using SQL and data profiling to uncover demand patterns, allocation gaps, and service bottlenecks across regions.
- Applied regression analysis in Python to forecast peak demand periods and optimize driver-rider matching, reducing allocation lag by 12%.

Tools: Python, SQL, Pandas, NumPy, Excel, R, Power BI

CERTIFICATION

Supervised Machine Learning: Regression and Classification - DeepLearning.AI   Jan 2026

EDUCATION

Master of Science, Business Analytics   Dec 2024
University of New Haven   Connecticut

Relevant Coursework: Data Analytics, Business Intelligence, Marketing Analytics, Predictive Analytics, Database Management, Data Visualization

Bachelor of Technology, Computer Science Engineering   May 2019
Mewar University   India

Relevant Coursework: Data Structures and Algorithms, Database Management Systems (DBMS), Operating Systems, Software Engineering, Object-Oriented Programming (Java/C++), Web Technologies, Machine Learning, Computer Networks, Systems Analysis and Design, Discrete Mathematics