

Shubham Terekholkar

Business Analyst

Mumbai, India

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Professional Summary

Business Analyst with 3+ years of experience in healthcare and travel domain sales analytics. Skilled in stakeholder management, requirements gathering, and business process improvement. Proficient in Power BI, SQL, Excel, and Python, with a track record of building automated dashboards, analyzing large datasets, and delivering insights that boosted profitability by 20% and operational efficiency by 25%.

Work Experience

Business Analyst

- Shree Plan Your Journey Pvt. Ltd, Mumbai (Mar 2024 – Present)

- Designed and automated 10+ interactive dashboards using Power BI and Excel, improving departmental decision-making and reducing manual reporting time by 30%.
- Led the “Plan Medical Tourism” project, analyzing data from 5+ international markets, identifying high-potential segments, and enabling strategic expansion planning.
- Analyzed company-wide sales and purchase data across multiple product categories, delivering insights that contributed to a 20% growth in profitability within six months.
- Reconciled monthly airline sales reports with billing data, identifying and correcting discrepancies, ensuring 100% financial accuracy.
- Created and presented monthly and yearly Profit & Loss (P&L) reports, supporting senior leadership in budgeting, forecasting, and strategic financial decisions.

Analyst / Growth Executive

- Thyrocare Technologies Pvt. Ltd, Mumbai (May 2021 – Mar 2024)

- Managed over 200 client queries across business verticals, ensuring 100% client satisfaction through data-driven solutions and market research insights.
- Resolved 30+ client business problems, enhancing operational efficiency by 25%.
- Developed Power BI dashboards and performance trackers that enabled a 15% boost in sales and facilitated onboarding of 100+ pan-India clients, resulting in a 30% increase in overall revenue

Data Entry Operator

- Central Medical Store, Sindhudurg (Jan 2018 – Feb 2021)

- Maintained accurate drug inventory records, ensuring 10% monthly data improvement.
 - Created Schedule H1 compliance reports using Marg ERP.
 - Monitored and tracked NRX drug sales with high precision.
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Education

- **Master Business Analyst & Digital Marketing** (Jun 2023 – Dec 2023)
GUVI (IIT-M & IIM-A)
 - **Bachelor of Science (B. Sc)** (Jun 2017 -Nov 2020)
University of Mumbai
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Skills

Data Tools: Power BI, Tableau, Excel, Google Analytics

Programming: SQL, Python, VBA

Analytics: Data Cleaning, Statistical Analysis, Data Modeling, Visualization

Business Tools: Outlook, Project Management, Documentation, Stakeholder Communication

Key Projects

Customer Churn Analysis – Power BI, SQL

- Developed a predictive churn model using Power BI and SQL to accurately forecast customer attrition in the telecom sector.
- Conducted comprehensive exploratory data analysis (EDA) to identify key churn drivers such as usage decline, complaints, and billing issues.
- Collaborated with cross-functional teams to deliver data-driven retention strategies, contributing to improved customer engagement and reduced churn risk.

Walmart Sales Dashboard – Power BI

- Created interactive dashboards in Power BI to visualize sales performance, product-wise profitability, and seasonal trends.
- Conducted comparative analysis across geographic regions and yearly trends to identify high-performing areas and top-selling categories.
- Collaborated with project teams to optimize inventory planning and stock levels based on sales patterns and forecasts.

Spotify Trend Analysis – Tableau

- Designed interactive dashboards using Tableau to visualize trends in music genres, artist popularity, and regional preferences.
- Analyzed user listening behavior, top tracks, and seasonal shifts in music consumption to uncover engagement patterns.
- Collaborated with the project team to deliver actionable insights that guided content curation and targeted marketing strategies.

Certifications

- Master Business Analyst & Digital Marketing – GUVI (IIT-M & IIM-A)
- MS-CIT (Information Technology) – Maharashtra State Board, Completed Sep 2015 | Score: 90%