

# UPASANA PARIKH



+91 9699611891;



[upasanaparikh93@gmail.com](mailto:upasanaparikh93@gmail.com)



[LinkedIn Profile](#)

## ASPIRING BUSINESS ANALYST

### PROFESSIONAL SUMMARY

Pursued XLRI's **Business Management Certification** Program to translate complex **business concepts** into actionable strategies, fostering synergy between technical professionals and corporate entities to achieve overarching organizational objectives.

### EDUCATION

- **The complete SQL Bootcamp: Go from Zero to Hero certificate** (Udemy)
- **Post Graduate Certification in Business Management (2023 - 2024)**  
Xavier School of Management, Jamshedpur
- **MPTTh. Physiotherapy (2017 - 2019)**  
KTG College of Physiotherapy (Rajiv Gandhi University of Health Sciences)
- **BPTTh. Physiotherapy (2010 - 2014)**  
DPO's NETT College of Physiotherapy (Maharashtra University of Health Sciences)

### ACADEMIC PROJECTS

- **Financial Data Modeling (Business Management)**  
Conducted a comparative analysis of five companies in the paint industry, utilizing the **Capital Asset Pricing Model** and **financial modeling** techniques to determine the intrinsic value of their share prices.
- **Business Valuation (Business Management)**  
Completed a comprehensive analysis of **equity and bond valuation** using various discounted cash flow and **relative valuation** methods to determine the optimal IPO price band range for a company.
- **Corporate Finance (Business Management)**  
Evaluated **working capital**, **dividend policy**, **capital budgeting**, and **capital structure** for five paint companies; conducted peer comparisons, trend analysis, drew conclusions, and proposed strategic solutions.
- **Marketing (Business Management)**  
Leveraged PESTEL analysis for product-based companies to strategize brand awareness and positioning in international business management, leveraging insights to optimize marketing strategies.
- **MPT Dissertation**  
Conducted a thesis project as part of the MPT curriculum, utilizing inferential statistics (t-test) to examine the effects of two different physiotherapy interventions on the dynamic balance of adolescent athletes.

### SKILLS AND TOOLS

- Business analysis (**SQL, Advanced Excel**)
- Data Visualization (**Power BI**)
- Data Analysis and Reporting (Statistics/Excel)
- Business Operations (**JIRA, MS Power Point**)
- Social Media Marketing (**Google Ads and Google Analytics**)
- Business Process Model (**FIGMA, MS VISIO**)
- Excellent Verbal/Written **Communication**

## WORK EXPERIENCE

### On Point Delivery Partners

Jul 2022 – May 2024

#### Senior Associate, Mumbai

- Played a key role in gathering business requirements by engaging with **US healthcare providers**, creating **Business Requirement Documents** (BRDs), and tailoring medical notes from doctor-patient audio files.
- Collaborated with cross-functional teams and multiple stakeholders, including healthcare professionals and development teams, in an **Agile environment** during the early stages of the **Software Development Life Cycle** (SDLC) for **AI-powered transcription software**, aligning software outputs with business needs and user expectations while **reducing documentation turnaround time** (TAT) and minimizing manual effort.
- Conducted **User Acceptance Testing** (UAT) of AI-generated medical documents, **auditing** and refining outputs using clinical intelligence to ensure accuracy and efficiency, while providing detailed feedback to the development team to enhance software functionality and **optimize workflow automation**, contributing to continuous product improvement.

### Inventurus Knowledge Solutions (IKS)

Jul 2021 – Jun 2022

#### Clinical Document Specialist, Mumbai

- Delivered comprehensive virtual scribe support to US healthcare providers in Neurology, Orthopedics, and OBGYN, **collaborating** with **cross-functional teams** to ensure **99% accuracy** in medical record documentation.

### C.A.R.E. Physiotherapy

Oct 2018 – Jun 2021

#### Entrepreneur, Physiotherapist, Mumbai

- **Founded** C.A.R.E. Physiotherapy, a home-based personalized care with a team of 5 physiotherapists, balancing patient care (10-50%) and administrative duties (50-90%) based on business needs.
- **Collaborated** with web developers to define and **implement BPMN** for a business website, working with multiple stakeholders to align business requirements and project goals.
- Conducted primary research, **competitive analysis**, and **customer interaction**, leveraging **business analytics and advanced Excel** to generate reports that improved decision-making and optimized customer database management.
- Prepared accurate **financial statements** and performed two-year **financial forecasting** for a physiotherapy **startup**, driving profitability and efficient **budget allocation** to support strategic planning.
- Designed and implemented **digital marketing strategies**, including **social media content creation** and data analysis, to **boost brand reputation, enhance user engagement, and** improve overall **user experience**.

### Qi Spine Clinic

Mar 2015 - Apr 2017

#### Senior Physiotherapist

- Mastered **advanced** spinal **treatment techniques** and educated patients on injury prevention through stretching and strengthening exercises, while monitoring patient progress via diagnostic evaluations, leading to a 10% reduction in care release time and providing clinical instruction and **mentorship** to PT assistants and residents.

## Volunteer Work

- Delivered **virtual therapy** and provided ergonomic assessment to improve physical strength, cognition, mobility, and quality of life in patients during the Covid-19 pandemic.
- Led a successful free physiotherapy **check-up campaign** on International Women's Day, promoting awareness and empowerment in women's health.