AYUSH KUMAR

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PROFESSIONAL SUMMARY

Experienced Business Analyst with 4 years of expertise in data analysis, process optimization, and stakeholder management. Adept at understanding business needs, defining requirements, and providing data-driven insights to support strategic decision-making. Passionate about leveraging the latest tools and technologies to drive innovation and leveraging the latest trends in the industry.

SKILLS

- PowerBI (advanced DAX), Tableau, SQL, BigQuery, ETL, Python, R, Azure Data Factory, AWS
- Requirements Elicitation, User Story Writing, Process Mapping, DB Administration, SAP S/4 HANA
- Statistical Analysis, Predictive Modelling, Interactive Reporting, Data Storytelling, Generative AI, Microsoft Power Automate
- Agile Methodologies, Natural Language Processing (NLP), Process Optimisation

EXPERIENCE

OXFAM   March 2024 - May 2024
Sustainability Analyst | Intern
- Lead a strategic sourcing project, developing a 3-part approach to enhance efficiency and sustainability.
- Identified **140 potential store locations** for donation collection based on rigorous criteria evaluation, boosting potential donation collection by **20%**.
- Conducted in-depth feasibility studies across 3 new sectors, forecasting viability through data-driven analysis.
- Leveraged qualitative analysis techniques to drive informed decision-making and strategic planning recommendations.

IBM   November 2019 - September 2023
Business Analyst | Full-Time
- Led a server optimisation initiative, resulting in **reduced** the annual server **costs** by **35%** while maintaining operational efficiency at the IBM Innovation centre.
- Performed comprehensive data analysis for IBM's Knowledge and Training centre and synchronised the forthcoming training programs, **reducing** the **setup costs** by over **50%**.
- Piloted the implementation of S/4HANA 2022 upgrade for 11 IBM internal projects ensuring seamless transitions.
- Conducted **cost-benefit analysis** and provided strategic recommendations for migrating workloads to AWS.
- Collaborated with cross-functional teams to gather requirements, analyse data from multiple sources, and provide actionable insights through visualisations for operational improvement and optimisation.

EDUCATION

University of Leeds | MSc Business Analytics and Decision Sciences   2023-2024
   Coursework: Business Analytics, Effective Data Visualisations, Quantitative Analysis, Forecasting and Advanced Analytics

Manipal University Jaipur | B-Tech Computer Science and Engineering | Grade 8.6/10   2015-2019

PROJECTS

- **UK Grocery Price Pipeline:** Real-time ETL system with automated scraping for comprehensive retail market insights.
- **Annual Performance Dashboards:** Dynamic Power BI visualisations of sales trends, product performance, and market penetration for Universal Export.
- **Marketing Strategy Optimisation:** Regression analysis identifying key revenue drivers, increasing annual revenue by 35%.
- **US PCE Forecast:** Forecasted US Personal Consumption Expenditure for 2024 using time-series models with 95% accuracy.

CERTIFICATIONS

- PwC Power BI Data Visualisation
- IBM SAP Administrator
- Google Generative AI
- Microsoft Office Specialist
- IBM Automation Essentials

ACHIEVEMENTS

- Honoured with IBM Bronze Learner 2021 for rapidly acquiring and applying new technologies and skills to ongoing projects.
- Awarded the Dean's List award and scholarship at Manipal University in 2017 for showcasing excellence in academics.