

PROFESSIONAL SUMMARY

Business Analyst with hands-on experience in data analysis, requirement gathering, and dashboard development. Proficient in SQL, Excel and Power BI, with a strong focus on process improvement and KPI tracking. Certified in Strategic Management (IIM Bangalore) and McKinsey Forward Program. Skilled in applying strategic frameworks and delivering actionable insights to support business decisions.

EDUCATION

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| <ul style="list-style-type: none"> MBA – Business Analytics International Institute of Business Studies (Bengaluru City University) | 2023 Bengaluru |
| <ul style="list-style-type: none"> BBA – Human Resource & Finance Sun International Institute of Tourism and Management (Bharathiar University) | 2020 Visakhapatnam |

SKILLS

- Requirement Gathering & Documentation:** Business Requirements Document (BRD), Use Cases, User Stories
- Analytical Thinking:** Root Cause Analysis, Gap Analysis, Problem-Solving, SWOT Analysis, Critical Thinking
- Tools & Technology:** SQL (Joins, Subqueries), Excel (Formulas, Pivot Tables), Power BI
- Data Analysis & Reporting:** Data Cleaning, Basic Data Visualization, Descriptive Statistics, Dashboarding
- Business Process Management:** Process Improvement, Workflow Optimization, As-Is/To-Be Analysis, KPI Monitoring

EXPERIENCE

- **Strategy Consulting Virtual Intern || BCG** **June 2025 – July 2025**
 - Designed and deployed a 12-question customer survey, capturing trade-off preferences across income segments; identified 70% interest in instalment options.
 - Created an executive-ready recommendation deck including risk mitigation strategies and a 12-month implementation roadmap.
 - Built stakeholder analysis mapping motivations to guide communication strategy.
 - Analysed competitor financials across revenue, cost, and debt metrics to assess financial viability; recommended a phased rollout based on ROI insights.
- **Business Analytics Intern || Parallel Connect** **Nov 2023 – Apr 2024**
 - Collaborated with cross-functional teams to gather and document business requirements (BRDs, user stories) for conversion funnel tracking and analytics use cases.
 - Performed root cause and gap analysis on underperforming user flows; delivered UI/UX improvement recommendations that increased user engagement and onboarding efficiency.
 - Conducted descriptive analytics and data cleaning to support executive dashboards, ensuring accurate insights for product and business decision-making.

PROJECT EXPERIENCE

- **Coffee Shop Revenue Analysis Dashboard ([Link](#))** **(Tool: Excel)**
 - Conducted end-to-end analysis of over 100,000+ sales transactions to uncover trends, identify high-performing product categories, and improve business decision-making.
 - Built automated Excel pivot tables and dashboards, enhancing reporting efficiency by 20% and streamlining data delivery for the marketing and sales teams.
 - Identified consumer purchasing patterns and generated data-driven insights that supported inventory optimization and targeted marketing strategies.
- **Zomato Performance Dashboard ([Link](#))** **(Tool: Power BI, Excel)**
 - Designed and developed an interactive Power BI dashboard to visualize Zomato's performance metrics, including Total Orders, Average Order Value, Delivery Time, and Customer Ratings.
 - Performed data cleaning and transformation using Power Query; implemented calculated columns and DAX measures to support real-time insights through slicers and filters (City, Cuisine, Date, Rating).
 - Authored a Business Requirement Document (BRD) to define KPIs, functional specifications, and stakeholder objectives; conducted exploratory data analysis (EDA) to support operational and marketing decisions.
- **Spotify Streaming Analytics ([Link](#))** **(Tool: MySQL, SQL Workbench)**
 - Designed and implemented a normalized relational database schema to structure Spotify music track data, including artist metadata, audio features, and engagement metrics.
 - Developed and executed 15+ complex SQL queries using GROUP BY, CTEs, window functions (RANK, SUM OVER) to analyze platform usage trends, track popularity, and artist performance.
 - Performed advanced data analysis to identify top 3 most-viewed tracks per artist, compute energy-to-liveness ratios, and evaluate cross-platform performance between Spotify and YouTube.

CERTIFICATIONS

- Forward Program Data & Problem-Solving Training - McKinsey & Company**
 - Applied structured problem-solving techniques (MECE, root cause analysis) to real-world data scenarios.
 - Built data-driven solutions and presented them using data storytelling frameworks like the Pyramid Principle.
 - Collaborated with peers to develop innovative approaches for complex data-driven business problems, enhancing teamwork and agile methodologies.
- Strategic Management Professional (SMP) – IIM Bangalore**
 - Gained strategic planning and business decision-making skills across corporate, business, and functional levels
 - Applied models like SWOT, PESTLE, Porter's Five Forces, and the Balanced Scorecard
 - Explored corporate strategies including diversification, M&A, and globalization