

# ADITYA BABASAHEB

## Business Analyst

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### SUMMARY

- Accomplished Business Analyst with 5 years of experience delivering data-driven solutions across diverse business domains. Proficient in **Advanced SQL**, **Python**, and **R** for data wrangling, cleansing, and statistical analysis, including regression and clustering models.
- Experienced in **Agile**, **Scrum**, and **Waterfall** methodologies, collaborating with cross-functional teams to develop **BRDs**, **FRDs**, and process models.
- Engineered in building interactive dashboards and reports using **Tableau**, **Power BI**, and **Excel** (including Pivot Tables, Macros, and VLOOKUP). Conducted cost-benefit analyses resulting in over **\$30,000 in cost savings**.
- Adept at **impact analysis**, **risk assessment**, and **root cause analysis** to support strategic decision-making.
- Well-versed in **MySQL**, **SQL Server**, and **SharePoint** for effective data integration and collaboration.
- Hands-on experience with **AWS services**, including **AWS S3** for data storage, **AWS RDS** for database management, and **AWS Lambda** for automating backend tasks, supporting scalable and efficient data solutions.

### WORK EXPERIENCE

#### Business Analyst | McKinsey & Company, USA

**Sep 2025 – Current**

- Collaborated with stakeholders to gather and translate business requirements into functional specifications and analytical deliverables, reducing iteration cycles by **30%**.
- Conducted market segmentation and competitor benchmarking using **Excel**, **Power BI**, and **SQL**, improving campaign targeting efficiency by **12%** for Fortune 500 clients.
- Facilitated workshops to develop and validate **BRDs** and **FRDs**, enabling smoother handoffs to data engineering teams.
- Built dynamic dashboards and executive reports in **Power BI**, enabling C-suite clients to monitor **15+ KPIs** and make real-time decisions.
- Utilized **Python** for regression and clustering analyses on customer churn, revenue trends, and operational performance, providing actionable insights.
- Managed sprint planning and backlog grooming for analytics deliverables using **Jira** and **Confluence**, improving sprint predictability and delivery cadence.
- Developed user stories and acceptance criteria for analytics products in collaboration with product owners and QA teams.

#### Business Analyst | BNY Mellon, India

**Jan 2022 – Aug 2022**

- Developed **50+ complex SQL queries** to analyze financial datasets, reducing generation time by **15 hours/month** through optimized stored procedures.
- Facilitated Agile sprint cycles for a financial analytics platform, delivering key dashboard features while maintaining burn-down charts and improving project visibility.
- Created **3 interactive Tableau dashboards** displaying financial metrics, identifying **\$5,000 in cost savings** via data filters.
- Built **5 regression models in R** to assess risk across a \$50M portfolio, achieving **85% correct predictions** in stress-test scenarios, influencing diversification strategy.
- Authored BRDs, minimizing requirement revisions, saving development hours, and ensuring traceability for test cases.
- Investigated reporting errors, implementing automated checks to reduce errors and enhance operational accuracy.

#### Business Analyst | Airbnb, India

**Aug 2017 – Dec 2021**

- Automated data extraction and processing using **Python** for 50,000 listings, enabling real-time insights for host performance metrics.
- Coordinated daily Scrum meetings and backlog grooming for feature updates, ensuring alignment with traveler experience goals.
- Cleansed datasets containing **100,000 traveler booking records**, reducing **200 monthly discrepancies**, enabling accurate analysis for 15 business reports.
- Created **interactive Power BI dashboards** tracking 50 key metrics, reducing report generation time from 5 hours to 1 hour per week.

- Applied **k-means clustering** to segment 40,000 traveler profiles, informing targeted marketing campaigns and generating **10,000 additional bookings**.
- Generated sprint metrics reports, tracking backlog items and improving predictability for stakeholder visibility.
- Transformed **75,000 raw booking records** into structured datasets for predictive analytics, supporting 20 regional pricing strategies.
- Led change management for platform feature rollouts, documenting processes, conducting user training, and reducing post-rollout support tickets.
- Constructed **MySQL queries** for 200,000 accommodation records, reducing report runtime by 30 minutes, supporting 12 monthly reports.
- Conducted market research on travel trends and competitor platforms, identifying emerging trends and driving **8,000 additional bookings**.

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## EDUCATION

Northeastern University   Graduate Certificate in Leading People and Organizations	Apr 2025
Northeastern University   Master of Science in Project Management	May 2024
Savitribai Phule Pune University   Bachelor of Engineering, Mechanical	May 2017

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## TECHNICAL SKILLS

**Programming Languages:** Advanced SQL, R, Python

**Methodologies:** Agile, Scrum, Waterfall

**Data Management:** Data Cleansing, Manipulation, Integration

**Statistical Techniques:** Regression Analysis, Clustering, Descriptive Statistics

**Data Visualization:** Tableau, Power BI, Excel (Pivot Tables, Dashboards)

**Reporting:** Project Status, Sprint Metrics (Backlogs, Burn-Down, Velocity Charts)

**Data Analysis & Processing:** Data Wrangling, Cleaning, Transformation, Statistical Analysis

**Other Tools:** Digital Marketing, MS Office, HTML, SAS, Tabspec, Power Platform, SharePoint

**Business Analysis:** Change Management, Impact Analysis, Risk Analysis, Cost-Benefit Analysis, ROI Analysis, SWOT Analysis, Root Cause Analysis, BRD, FRD, Process Modeling

**Technical Skills:** MySQL, SQL Server, Visual Studio

**Cloud Services:** AWS (S3, EC2, Lambda)

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## PROJECTS

### Sales Insight – Brick & Mortar Business (Power BI, SQL)

- Leveraged SQL and Power BI to identify sales trends, customer buying behavior, and regional performance, resulting in **15% increase in targeted marketing efficiency** and improved sales forecasting accuracy.

### Data Professional Career Insights – Survey Analytics Dashboard (Tableau, SQL, Excel)

- Cleaned, transformed, and analyzed large-scale survey datasets using SQL, creating a dashboard delivering insights into career paths, skill trends, and industry benchmarks.

### Retail Sales & Customer Insights Dashboard (Power BI, SQL)

- Designed interactive dashboards analyzing sales trends, customer demographics, regional performance, and channel distribution, enabling data-driven strategies that improved sales targeting and reduced return/refund rates.