PRIYA CHAUHAN

BUSINESS & MARKETING ANALYST

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Professional Summary

Performance-oriented Business Analyst with 7+ years of experience in driving business improvements across automotive and digital sectors. Skilled in SQL, ETL, BI tools (Power BI, Tableau), and digital marketing analytics. Proven ability to turn data into actionable insights, optimize marketing campaigns, and enhance customer engagement to boost sales and profitability.

Key Skills

- SQL, Power BI, Tableau, Excel, Qlik
- Data Cleaning & ETL Processes
- Business & Sales Analytics
- Requirements Gathering & BRDs
- Stakeholder Communication
- CRM & ERP Systems (SAP, Oracle)
- Process Improvement & KPI Tracking
- Agile & Waterfall Methodologies
- basic knowledge of Rapid Miner, Alteryx, Looker
- Digital Marketing Analysis

Professional Experience

Maruti Suzuki Dealership, India   **June 2021-Aug 2025**
Business Analyst

- Coordinated with cross-functional teams to gather and document business requirements, supporting over **15+ initiatives** across sales, service, finance & IT departments.
- Leveraged advanced analytical tools such as Looker, Power BI, Tableau, Jira, and SQL to conduct comprehensive data analysis, improving reporting accuracy by 30% and delivering actionable insights for enhanced decision-making across departments.
- Translated business requirements into technical specifications, supporting successful system development and reducing issue resolution time by 25%.
- Developed interactive dashboards and reports tracking 20+ KPIs, and utilized Rapid Miner and Alteryx for data mining, predictive modelling, and workflow automation to optimize operational efficiency and demand forecasting in sales and service departments
- Optimized campaign performance by refining targeting and leveraging analytics, increasing lead generation by 25% and improving marketing ROI by 20%.
- Utilized digital marketing metrics and business analytics to drive strategy, resulting in a 15% rise in conversion rates, a 30% boost in customer acquisition, and a 15% improvement in retention rates
- Conducted UAT for new CRM modules and service management apps, ensuring solutions met end-user needs before full deployment.
- Led training sessions for staff on new digital in house tools, supporting seamless adoption and maximizing operational benefits.
- Managed key performance metrics for the dealership, helping maintain a top performance rating for five consecutive years

Maruti Suzuki Dealership, India   **April 2018- June 2021**
Associate Analyst

- Supported CEO and leadership team in operations and stakeholder coordination, streamlining admin tasks by **30%** using **Jira** and scheduling tools.
- Gathered business requirements, created user stories, and documented workflows with **Visio**, improving project turnaround time by **20%** and optimized daily operations while maintaining strict confidentiality.
- Performed data analysis and generated reports using **Tableau**, **Power BI**, and **Qlikview** to support strategic decisions, track KPIs, operational efficiency, and financial performance.
- Improved inventory turnover by analyzing parts usage trends, reducing excess stock and lowering storage costs by 30%.
- Introduced a just-in-time inventory approach, ensuring spare parts were available when needed and cutting delivery wait times by 20%.
- Addressed customer complaints, ensured timely resolution, to maintain high levels of customer satisfaction
- Collected customer feedback via surveys & apps to identify areas for process improvement.

Standard Auto Agencies, India   **Nov 2017- March 2018**
Management Trainee

- Oversee daily workshop and service operations, ensuring adherence to Maruti Suzuki's quality and safety standards.
- Acted as a key liaison among business, IT, and stakeholders, documenting functional and non-functional requirements using **Agile** and **JIRA**, ensuring seamless project execution.
- Standardized templates, streamlined processes, and managed change requests, significantly improving team efficiency and earning early recognition.
- Innovated data analysis methodologies using advanced DMS and Qlikview; delivering insights that informed strategic decisions and enhanced stakeholder satisfaction.
- Revamped the customer service inquiry system by implementing real-time status notifications through CRM software; this initiative resulted in improved customer satisfaction scores, achieving a notable increase within a two-month timeframe.

Education

- Master of Research in Artificial Intelligence in Business, University of Hertfordshire, United Kingdom | Pursuing
- Master of Engineering in Industrial Engineering and Management from RGPV, Takshshila Institute of Engineering & Technology, Jabalpur | Aug 2022
- Bachelor of Technology in Mechanical Engineering from JNTUH, Krishnamurthy Institute of Technology & Engineering, Hyderabad | May 2016

Certification

- Certified Business Analyst Professional
- Certified Microsoft Power BI Analyst Professional
- Certified in AI & Automation in excel
- Google Digital Marketing & E-commerce Professional Certificate

Professional affiliations

- Member, International Institute of Business Analysis (IIBA)
- Member, Lifetime Senior Member of the Indian Society of Mechanical Engineer