Rudra Bhende

Business Data Analyst

Business Analyst with 4+ years' experience delivering process improvement, digitisation, and transformation projects across SaaS, banking, and enterprise IT. Skilled in requirements gathering, process documentation (BRDs/TRDs), stakeholder management, and KPI monitoring, with strong technical expertise in SQL, Python, Power BI, and Excel modelling.

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EXPERIENCE

Axonator Inc., Pune, India

Business Data Analyst

January 2023 – Present

- Increased product adoption by 25% by analysing usage data with SQL, Python, and Power BI to identify feature gaps.
- Reduced churn by 15% and generated $250K+ in upsell opportunities by building prediction models using Python, Pandas, and scikit-learn.
- Accelerated deployment timelines by 30% by converting insights into workflow requirements with Jira and Confluence.
- Delivered efficiency gains of up to 45% in field operations through ROI dashboards built in Power BI, Tableau, and Excel.
- Directed strategy toward industries with 35% higher adoption through competitor benchmarking and market analysis.

Tata Consultancy Services (TCS), Mumbai, India

Associate Software Engineer

February 2022 – December 2022

- Ensured uninterrupted BFSI operations by resolving 1,500+ ServiceNow tickets with 100% SLA adherence, safeguarding client service delivery.
- Automated Azure system monitoring with Python/SQL scripts, reducing downtime risk by 60% and improving incident response times.
- Supported application development by developing/debugging 50+ programs in Python and C++ for client-facing platforms.

PROJECTS

Loughborough University Holland & Barrett ESG Strategy

- Designed an **ESG-focused market entry strategy** for US expansion, analysing **regulatory, environmental, and operational data**.
- Applied advanced **business research and scenario modelling techniques** to project the ROI of sustainability initiatives.

Used Car Price Trends Dashboard

- Modelled pricing trends on **15,000+ listings**, building an **SQL ETL pipeline** and performing feature engineering on brand, model, mileage, and fuel type.
- Built **machine learning regression models (~85% accuracy)** and **Power BI dashboards** to visualise key resale drivers for buyers and dealerships.

SKILLS

Data Analytics:
SQL, Python, R, Excel, Pandas, NumPy, Power BI, Tableau

Business Analysis: Requirements Elicitation, Stakeholder Management, Research Methods

Reporting & Visualisation: Power BI dashboards, Excel macros, data quality audits, Microsoft Office

Data Ops: ETL pipelines, APIs, GitHub, Jupyter

Certifications: ITIL Foundation, **IIBA ECBA, BCS Business Analysis,** Accenture Data Analytics & Visualisation

EDUCATION

Loughborough University

Master's of International Management

February 2024

London, UK

- Dissertation: "SME Collaboration for Product Innovation in the Automotive Sector"
- Collaborated with Holland & Barrett on ESG strategy and market entry for US-compliant regulations

Mukesh Patel School of Technology Management and Engineering

Bachelor's of Mechatronics Engineering

June 2021

Mumbai, India

- Minor: Robotics & IoT
- Projects: Regenerative Braking, Prosthetic Robot Arm, Automated Solar Cleaning Bot