SETU DATTA

Business Development Analyst

DYNAMIC BUSINESS ANALYST | UI/UX DESIGNER | PROJECT IMPLEMENTATION EXPERT

Skilled Business Analyst with 5+ years in the software industry, delivering actionable solutions through strong analysis, UI/UX design, and project leadership. Proven track record in Agile environments, client collaboration, and end-to-end project implementation.

ABOUT ME

Hi there! I'm Setu Datta, a passionate Business Analyst with over 5 years of experience in the software industry. I specialize in translating complex business requirements into actionable solutions, ensuring that both clients and teams are aligned for success.

Currently, I work at Think & Sync Ltd, where I collaborate with cross-functional teams to gather, analyze, and document business needs for software development projects. I focus on driving efficiency, reducing risks, and optimizing processes that lead to high-quality software products.

My diverse skill set extends beyond business analysis, and includes UI & UX Design, Quality Control (QC), Data Collection, Customer Interfacing, Customer Support, Project Management, and Team Leadership. I am experienced in creating User Requirements Specifications (URS), facilitating User Training, and leading Project Implementations to ensure that projects are delivered on time and meet all client expectations.

I also have hands-on experience in Agile methodologies, as well as proficiency with JIRA, SQL, TRELLO, ODOO PROJECT MANAGEMENT etc. I believe that clear communication, attention to detail, and a deep understanding of both the technical and business sides of a project are key to delivering exceptional results.

CONTACT

MOBILE:
+8801767524659

WEBSITE:
setudatta.github.io/setudatta/

EMAIL:
setu.trs@gmail.com

HOBBIES & INTERESTS:

-Traveling and exploring new places
-Listening to music
-Enjoying specialty coffee
-Playing cricket, badminton & Card

EDUCATION

United International University (UIU)
2013 - 2017
B.Sc in Computer Science & Engineering

Shahzadpur Govt. College
2011 - 2013
Higher Secondary Certificate in Science

Shahzadpur Pilot Model High School
2006 - 2011
Secondary School Certificate in Science

WORK EXPERIENCE

Think & Sync Ltd. (Business Development Analyst)
Jan 2021 – Present (4 years 3 months)
Project Planning, Customer Service, Data Analysis, UI & UX, Automation, Project Management, Customer Support, Requirement Collection etc.

Think & Sync Ltd. (Software Implementer)
Sep 2019 – 2020 Dec (1 year 3 months)
Software Training, Team Management, Presentation

All Rounder Management (Digital Marketing)
Jul 2019 – Sep 2019 (3 months)
Magazine Design, Social Media Maintain & Promotion

Oriental Media & Communication (Brand Executive)
Jul 2018 – June 2019 (1 year)

PROJECTS

Project Name- HMD & Softlock System Integration
Company Name: **HMD Global**
Position- Business Development Analyst
It is a smart EMI management system developed by Think & Sync Ltd., enabling automated phone locking through HMD for missed payments.

Project Name- Sales Automation (Circuit)
Company Name: **LAXFO Electronics Limited**
Position- Business Development Analyst
A few days ago, I finished a project for an electric company by helping them switch from a manual sales system to automated sales system.

Project Name- Time on Track (Mirror)
Company Name: **Minister Hi-Tech Park Limited**
Position- Business Development Analyst
Developed a comprehensive field force management system with advanced attendance tracking, visit management, TA-DA automation, and real-time reporting for sales personnel.

Project Name- Sales Automation (Tilottoma)
Company Name: **Tilottoma Bangla Group**
Position- Project Manager
I finished a project for this company by enabling them to replace their manual sales system with an automated one.

Project Name- Personnel Management Information System (PMIS) and account & Payroll
Company Name: **Bangladesh Petroleum Corporation**

SKILLS

🔧 TECHNICAL & ANALYTICAL SKILLS

- ▶ Business Requirements Gathering & Analysis
- ▶ User Requirements Specification (URS)
- ▶ Software UI/UX Design
- ▶ Quality Control (QC) & Software Testing
- ▶ Data Collection & Reporting
- ▶ SQL (Structured Query Language)
- ▶ Agile & Scrum Methodologies
- ▶ JIRA, Trello, Odoo Project Management Tools
- ▶ Digital Marketing (SEO, Social Media, Branding)

💼 BUSINESS & PROJECT SKILLS

- ▶ Business Process Optimization
- ▶ Client & Stakeholder Communication
- ▶ Project Implementation & Delivery
- ▶ Project Management & Coordination
- ▶ Team Leadership & Cross-functional Collaboration
- ▶ Customer Interfacing & Customer Support
- ▶ Risk Mitigation & Process Efficiency

📑 TRAINING & DOCUMENTATION

- ▶ User Training & Onboarding
- ▶ Software Product Demonstration
- ▶ End-user Documentation
- ▶ Workshop & Seminar Facilitation

🎨 CREATIVE & BRANDING SKILLS

- ▶ Graphic Design & Branding
- ▶ Corporate Identity Development
- ▶ UI Wireframing & Prototyping
- ▶ Visual Communication

Position- UX & UI Design
I successfully completed a project for BPC called *Personnel Management Information System (PMIS) and Accounts & Payroll*, where I worked as a UI/UX designer and designed the HR, accounts, and payroll systems.

Project Name- Primary & Secondary Sales System Automation
Company Name: **A.T.Haque LTD.**
Position- Project Manager
I finished this project by helping them switch from a manual sales system to automated sales system.

Project Name- SOIL Primary & Secondary Sales Automation
Company Name: **Sigma Oil Industries Limited**
Position- Project Manager
I successfully finished this project by helping them switch from a manual primary & secondary sales system to automated primary & secondary sales system.

Project Name- Sales Process Automation (SPA)
Company Name: **SQUARE Food & Beverage Ltd.**
Position- Software Implementer
It was an implementation project. I visited up to 60 districts & many territories (72 distribution house) all over Bangladesh purpose of this project & train up about 254 trainee.

TOOLS & TECHNOLOGIES

🖥 BUSINESS ANALYSIS & PROJECT MANAGEMENT

- ▶ JIRA – Agile project tracking and issue management
- ▶ Trello – Task management and collaboration
- ▶ Odoo (Project Management) – ERP and business application
- ▶ Miro – It helps teams quickly capture and organize ideas.
- ▶ Visio – For creating flowcharts, diagrams, and visual maps.

📊 DATA ANALYSIS & REPORTING

- ▶ Microsoft Excel (Advanced) – Pivot tables, dashboards, VLOOKUP, data validation
- ▶ Power BI – Data visualization and business intelligence
- ▶ SQL (MySQL / PostgreSQL) – Querying and data manipulation
- ▶ Google Data Studio – Online reporting and dashboards
- ▶ Microsoft PowerPoint – Create clean slideshow presentations

✒ UI/UX & DESIGN TOOLS

- ▶ Figma – UI design and prototyping
- ▶ Adobe XD – Wireframing and design
- ▶ Adobe Illustrator – Vector graphics and branding
- ▶ Adobe Photoshop – Image editing and UI mockups
- ▶ Adobe Premiere Pro – Video Editing
- ▶ Adobe After Effects – Motion Graphics

🔊 DIGITAL MARKETING & COMMUNICATION

- ▶ Google Analytics – Website traffic & performance tracking
- ▶ Google Ads – Campaign management
- ▶ Meta Business Suite – Facebook/Instagram marketing

PORTFOLIO

Behance:
https://www.behance.net/setudattar8b33
Website:
https://setudatta.github.io/setudatta
Linked In:
https://www.linkedin.com/in/setu-datta-7a06241a6/
Figma Project:
https://www.figma.com/design/e63huS27qoyLOCck0QqB8y/Tilottoma?node-id=0-1&p=f&t=yaLCm8O7q8BlX65x-0
Laxfo Project:
https://www.figma.com/design/gIC6D2BFdWerFtjLKjAgF6/LaxfO?node-id=46-67&t=IYbvsqJ08FFK18CO-0
Miro Project:
https://miro.com/app/board/o9J_l4rgriQ=/

LANGUAGE & COMMUNICATION

- ► Have an excellent command over English.
- ► I am a native Bangla speaker with an excellent fluency in its all forms.

RECOMMENDATIONS

Md Rasheduzzaman Sujon
Sales Manager
Perfetti Van Melle BD Pvt. Ltd
sujon.rashed.93@gmail.com

A.Z.M Usuf-Un-Nabi
Managing Director
Think & Sync Ltd.
rumon.usuf@gmail.com

DECLARATION

I, thereby, certify that the above information is true and I will render my service to the best to fulfill my responsibility to your satisfaction.

Signature