Business Analyst Video Submission

Somesh Ghaturle

Video Transcript | Duration: 5–7 minutes

[Opening - 0:00-0:30]

Hello! My name is Somesh Ghaturle, and I'm excited to share my background and enthusiasm for the Business Analyst position. Over the next few minutes, I'll walk you through my professional journey, technical capabilities, and why I believe I'd be a strong fit for your team.

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1. Professional Background [0:30-2:00]

I bring over four years of progressive experience in data science and engineering across healthcare, finance, and automotive industries. Let me highlight three key roles:

Most recently at BMW Group, I'm working as an AI and Data Analytics Intern where I've been developing LLM-powered AI agents within their GAIA platform. My main responsibilities include building scalable data pipelines using AWS Glue and Spark, integrating AI outputs with Tableau dashboards, and optimizing ETL workflows. I've helped reduce manual query effort by 40% and cut reporting time by 25% through automated workshop efficiency monitoring. This role has taught me how to translate complex AI capabilities into actionable business insights.

At Tech Mahindra as a Data Scientist II, I configured distributed processing systems using Apache Spark and optimized Snowflake data warehouses. I implemented performance tuning techniques that improved warehousing efficiency by 10%, which directly impacted the speed of business decision-making.

At New Balance as a Data Engineer, I modernized their entire ETL system by replacing legacy pipelines with Azure Data Factory. This wasn't just a technical upgrade—it contributed to the organization by improving scalability, reducing processing time by 14%, and decreasing database load by 26%. These improvements meant faster insights for merchandising and inventory teams.

Across these roles, I've consistently focused on delivering measurable business value—over $3 million in total impact—by bridging the gap between technical solutions and business needs.

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2. Technical & Analytical Skills [2:00-3:00]

I'm highly proficient with the core business analyst toolkit:

For data analysis and manipulation, I use SQL and Python daily. I'm comfortable writing complex queries, optimizing database performance, and using Python libraries like NumPy, Pandas, and Scikit-learn for statistical analysis and predictive modeling.

For visualization and reporting, I have extensive experience with Tableau and Power BI. At BMW, I integrated GAIA outputs with Tableau to create automated dashboards that business stakeholders use for real-time decision-making. I also work with Chart.js, Matplotlib, and Seaborn for custom visualizations.

For data engineering and processing, I'm skilled in Apache Spark, Snowflake, and cloud platforms including AWS (Glue, EMR, S3) and Azure (Data Factory, Databricks, Synapse Analytics). These tools allow me to handle large-scale data pipelines and ensure data quality.

For advanced analytics, I work with machine learning frameworks like TensorFlow and PyTorch, and I've recently been leveraging generative AI technologies including LangChain and Ollama for intelligent automation.

In a business analysis context, I'm comfortable moving from raw data extraction and cleaning to sophisticated modeling and stakeholder-ready visualizations—essentially handling the full analytics lifecycle.

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3. Project Experience [3:00-4:00]

Let me share a standout project from my portfolio: the **AI Data Analytics Agent**.

The problem: Organizations often struggle with democratizing data analytics—requiring specialized skills to extract insights from large datasets limits decision-making speed.

My role: I was the sole developer, responsible for the entire solution architecture, implementation, and deployment.

What I built: A production-ready analytics platform using Ollama LLMs and Streamlit that delivers end-to-end descriptive and predictive analytics workflows. Users can interact with data through natural language, and the system automatically handles data cleaning, statistical analysis, visualization generation, and even predictive modeling.

Tools and methods:

- Python and Streamlit for the frontend interface
- Ollama LLMs for natural language processing
- Docker for containerization and scalable deployment
- Statistical libraries for automated analysis
- The system handles datasets over 10GB efficiently

Impact: This project demonstrated how AI can empower non-technical business users to extract insights independently, which directly aligns with the business analyst's goal of enabling data-driven decision-making across organizations.

I also developed an **Agentic Finance Workflow** system that integrates real-time market data with predictive models and risk metrics—showcasing my ability to translate complex financial requirements into functional analytical tools.

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4. Stakeholder Communication [4:00-4:45]

A perfect example comes from my BMW experience. I had to explain how our LLM-powered AI agents work to workshop managers and operations teams who had no technical background.

The challenge: These stakeholders needed to understand what insights the GAIA platform could provide and how to interpret automated recommendations, but they were unfamiliar with concepts like large language models or natural language processing.

My approach: Instead of discussing algorithms or technical architecture, I focused on outcomes and analogies. I compared the AI agent to "having a data analyst available 24/7 who already knows your business context." I walked them through practical examples: "Instead of manually pulling reports and analyzing patterns, you can ask 'Which workshop had the most downtime this week?' and get an instant, accurate answer with supporting data."

I created simple Tableau dashboards with color-coded metrics and clear narratives—ensuring they could understand trends at a glance without needing to interpret complex data tables.

The result: Workshop managers began actively using the platform, and their feedback helped us refine the system. The key was making my message clear by relating technical capabilities directly to their daily pain points and using their language, not mine.

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5. Problem-Solving Mindset [4:45-5:30]

At New Balance, I faced an ambiguous challenge: the legacy ETL system was causing delays, but the exact bottlenecks weren't documented, and different teams had conflicting theories about what was failing.

My approach:

1. **Discovery phase**: I started by mapping the entire data flow, interviewing stakeholders from different departments to understand their specific pain points and data needs.
2. **Data-driven diagnosis**: I instrumented the existing pipeline to capture performance metrics and identified that the bottleneck was actually in the caching mechanism and data structure design—not where teams initially thought.

3. **Incremental solution**: Rather than a full rebuild immediately, I proposed and implemented a phased modernization: first refactoring data structures and calibrating event caching (reducing load by 26%), then systematically replacing pipeline components with Azure Data Factory and Spark.
4. **Validation**: I worked with each team to validate that their specific use cases improved, gathering quantitative evidence of the 14% reduction in processing time.

The result: Not only did we solve the technical problem, but by involving stakeholders throughout and demonstrating measurable improvements at each phase, I built buy-in for the larger modernization effort. This experience taught me that ambiguous problems require structured investigation, stakeholder collaboration, and iterative solutions.

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6. Why You? [5:30-6:30]

I believe I'm a strong candidate because I bring a unique combination that's essential for modern business analysts:

Technical depth with business focus: I don't just build solutions—I ensure they drive measurable business value. My track record shows over $3 million in impact across my roles, consistently improving decision speed, reducing costs, and enabling stakeholders.

Communication bridge: I've successfully worked with cross-functional teams ranging from technical engineers to non-technical executives. I can translate between these worlds, which is critical for a business analyst who must gather requirements, present insights, and drive adoption.

End-to-end capability: From data engineering and pipeline optimization to advanced analytics and visualization—I can handle the full spectrum. This means I can both understand the data infrastructure challenges and deliver polished insights to business users.

What excites me about this role: I'm genuinely passionate about how AI and analytics are transforming business decision-making. The opportunity to work as a Business Analyst means I can focus on understanding business problems deeply and crafting analytical solutions that matter to the organization's bottom line. I'm excited to learn more about industry-specific challenges and contribute frameworks that make complex data accessible and actionable.

What I hope to contribute: My experience with AI integration, automated analytics, and stakeholder-focused dashboard design. I want to help your team not just answer business questions, but anticipate them—building proactive analytical capabilities that give your organization a competitive edge.

[Closing - 6:30-7:00]

Thank you for considering my application. I'm excited about the possibility of bringing my technical skills, business mindset, and passion for data-driven problem-solving to your team. I look forward to discussing how I can contribute to your organization's success.

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