

ASHISH PANWAR

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Summary

Seasoned professional with close to **6 yrs** of proven experience, specializing in credit and financial products while excelling in the role of a business analyst, equipped with **Six-Sigma green belt**, a **Scrum Master certification** and currently pursuing Canadian Securities Course. Proficient in customer service, banking, and project management, with notable experience as a Business Analyst. Trained in **Salesforce CRM, Power BI, SQL, Slack, Trello, Python** and many other applications. Demonstrated ability to drive results and collaborate across diverse teams. Currently leveraging expertise as a **Senior Business Analyst at Star Group of Hotels, New Delhi**.

Career Accomplishments

- Recognized for testing application enhancements.
- Collaborate with business stake holders for determining the Salesforce CRM requirements.
- Creation of Jira Stories and defining story pointers to the required functionality.
- Collaborate with developers and project manager for clear understanding of sales process in hotel industry.
- Promoted to Senior Analyst for consistently exceeding expectations.
- Key role in process migration for seamless transitions.
- Acknowledged for delivering exceptional service at Star Group of Hotels.
- Contributed to efficiency improvements and cost savings.

Professional Experience

Senior Business Analyst

Feb 2023 – Present

Star Group of Hotels, New Delhi

- Analyze hotel operations data, including occupancy rates, revenue streams, and customer satisfaction scores, to identify trends and patterns for salesforce CRM needs.

- Provide insights and recommendations to support strategic decision-making processes aimed at enhancing operational efficiency and profitability within the hospitality sector on salesforce platform.
- Collaborate with internal departments such as sales, marketing, finance, and operations to gather relevant data and align strategies with organizational goals.
- Develop forecasts and projections for key performance indicators (KPIs) such as room occupancy, revenue per available room (RevPAR), and average daily rate (ADR) to optimize revenue management strategies.
- Assist in the implementation of new technologies and systems to improve operational efficiency and enhance the guest experience.
- Conduct market research and competitive analysis to identify emerging trends and opportunities in the hospitality industry.
- Prepare comprehensive reports, presentations, and dashboards to communicate findings and recommendations to senior management and key stakeholders.
- Act as a liaison between various departments to facilitate cross-functional collaboration and ensure alignment of objectives.

Projects:

1. Project Name: Maximizing Revenue Streams through Data Analysis

Flow of Project:

- Define project scope: Identify key revenue streams (room bookings, dining, events, etc.) and areas for optimization.
- Data collection and analysis: Gather historical revenue data, customer demographics, booking patterns, and market trends.
- Identify opportunities: Analyze data to pinpoint underperforming areas and potential revenue leakage.
- Develop strategies: Collaborate with cross-functional teams to devise pricing strategies, promotional offers, and package deals.
- Implementation: Roll out new pricing and promotion strategies, monitor performance, and make adjustments as necessary.
- Measure impact: Evaluate the effectiveness of implemented strategies through key performance indicators (KPIs) such as RevPAR (Revenue per Available Room) and ADR (Average Daily Rate).
- Documentation: Prepare detailed reports documenting project findings, recommendations, and outcomes.

2. Project Name: Enhancing Guest Satisfaction through Feedback Analysis

Project Flow:

- Feedback Collection: Gather guest feedback through surveys, reviews, and social media channels.
- Data Analysis: Analyze feedback data to identify common themes, trends, and areas for improvement.
- Action Planning: Develop action plans to address feedback findings, prioritize initiatives, and allocate resources accordingly.
- Implementation: Execute improvement initiatives, such as staff training, facility upgrades, or service enhancements.
- Monitoring and Measurement: Track changes in guest satisfaction metrics and monitor the impact of implemented initiatives.
- Continuous Feedback Loop: Establish mechanisms for ongoing feedback collection and analysis to drive continuous improvement in guest satisfaction.

Senior Analyst

Apr 2022 – Feb 2023

Barclays PLC UK, Noida

- Manage investment accounts for bereaved clients, ensuring a smooth settlement process according to UK legal authorities' directives using **salesforce CRM**.
- Review necessary documents for fund settlement and execute transfers as instructed, overseeing account activity until closure.
- Foster strong relationships with internal and external stakeholders, including business leaders, regulators, auditors, and clients.
- Implement risk management frameworks and policies to ensure regulatory compliance and mitigate operational, credit, and market risks.
- Contribute insights on market trends, customer needs, and competition to shape the organization's business strategy.
- Mentor colleagues, providing guidance and support to enhance their skills and expertise.
- Promote a culture of continuous improvement and innovation, identifying opportunities to optimize processes and drive efficiency and cost savings.

Project Name: Bereavement Process Migration Implementation: UK to India

- Project Objective: Facilitate the seamless implementation of the bereavement process migration for investment accounts in India, ensuring compliance and efficiency.
- Key Responsibilities: Understand and execute the migration process according to defined procedures. Collaborate with team members and stakeholders to address challenges of **salesforce CRM** and ensure effective communication. Provide

feedback for process improvement and contribute to quality assurance efforts.
Maintain accurate documentation and report progress to project leads.

- Key Contributions: Participate in training and onboarding to gain proficiency in the new process. Execute tasks with attention to detail and compliance with regulatory requirements. Support colleagues by sharing knowledge and best practices. Adapt to changes and contribute ideas for continuous improvement.

Collections Specialist

Nov 2019 – Apr 2022

Barclays PLC UK, Noida

- Maximized debt recovery rates through effective strategies.
- Ensured compliance with regulatory requirements.
- Provided excellent customer service.
- Identified process improvements for efficiency.

Virtual Relationship Manager

Sep 2017- Nov 2018

HDFC Bank Ltd, New Delhi

- Managed customer relationships and provided banking services.
- Learned banking operations and technology platforms.
- Communicated effectively with stakeholders.

Education

- **Master of Business Administration, Operations & Marketing** **2014 - 2016**
Gautam Buddha University, Greater Noida, India
- **Bachelor of Technology, Mechanical Engineering** **2011- 2014**
Gautam Buddha University, Greater Noida, India

Certifications

- **Six Sigma- Green Belt** **Dec 2015**
Haworth Solution
- **Scrum Master** **Jan 2024**
Scrum Alliance
- **Canadian Securities Course** **Currently Pursuing**
Canadian Securities Institute