



Divyanshu Kumar

SENIOR BUSINESS ANALYST

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 Bhabua (Kaimur) Bihar

PROFESSIONAL SUMMARY

Data-Driven Business Leader | 5 Years of Experience:- Leveraging data analytics to drive strategic decision-making, optimize processes, and achieve significant business growth. Proven ability to transform raw data into actionable insights through expertise in data mining, visualization, and statistical analysis. Successfully implemented process automation solutions (20% conversion rate increase, 40% CAC reduction) and led data-driven initiatives resulting in a 25% annual revenue increase. Adept at collaborating with cross-functional teams and fostering a culture of innovation.

EXPERIENCE

April 2022 - Current

Senior Business Analyst, upGrad

- ❖ **Data-Driven Business Transformation:** Built data & reporting infrastructure (Sheets, Excel, Dashboards, Data Studio) from scratch, enabling real-time insights for product, marketing, and KPIs. Analyzed data across departments (Sales, Marketing, Delivery, Finance) to inform organizational structure and business strategies. Bi-monthly data analysis reports to leadership facilitated data-driven decision-making.
- ❖ **Process Optimization and Revenue Growth:** Designed & implemented process automation solutions (Sheets, Excel, Data Studio, App Script) leading to a 20% conversion rate increase and 40% CAC reduction. Developed dashboards that improved operational efficiency by 30% and annual revenue by 25%. Conducted cohort analysis with managers, identifying a 22% cost reduction opportunity for specific user segments.
- ❖ **Innovation & Technical Expertise:** Launched 5 initiatives fostering an innovation culture, integrating new KRAs, and achieving 25% project efficiency improvement. Championed innovative solutions in complex stakeholder projects, leading to 30% better project outcomes and a 20% team productivity increase. Expert in data analytics tools (Google Sheets, Excel, SQL, Tableau, Power BI), used to design dashboards and visualizations for actionable insights and strategic planning.

August 2020 – April 2022

Senior Operations Associate, Byjus

- ❖ **Enhanced Operational Efficiency & Compliance:** Led meticulous audits (fake sales, call, order, client) resulting in a 15% increase in process integrity and 10% compliance boost. Streamlined operations and improved efficiency by coordinating with internal/external stakeholders (sales, loan verification, order management, etc.)
- ❖ **Data-Driven Decision Making:** Expert in B2C sales data analysis and MIS. Managed organizational data, lead allocation, and prepared daily reports. Utilized data visualization to support strategic business decisions and optimize performance.
- ❖ **CRM Expertise & Team Development:** Proficient in CRMs (Ameyo, Orderhive, Salesforce) and sales tools (Lead Squared, Order Mgt. System, Payment Portals). Conducted training sessions and facilitated knowledge transfer to drive continuous improvement and team development.

December 2019 – July 2020

Sales Associate, Policy Bazaar

- ❖ Sales Performance & Pipeline Management: Consistently exceeded sales targets, achieving a 30-50% conversion rate on fresh leads. Leveraged effective communication and CRM expertise to build robust sales pipelines for sustainable growth.
- ❖ Strategic Sales Initiatives: Partnered with leadership to develop and execute data-driven sales strategies aligned with company goals. Utilized customer feedback to optimize lead generation programs, driving significant business expansion.
- ❖ Exceptional Customer Focus: Cultivated strong client relationships, ensuring high satisfaction through proactive issue resolution and impactful solutions. Identified and engaged qualified prospects, recommending revenue-generating improvements while providing ongoing support and guidance.

ACHIEVEMENT

- ❖ Consistently received the "upGrad Star" Award by "CEO upGrad Campus" five times.
- ❖ Honored with the "The Ultimate Guide" award by "COO Byjus" for exceptional mentorship, assisting new and existing employees whenever needed and playing a pivotal role within the team.
- ❖ Elevated the referral leads initiative, converting approximately 300 leads and generating approximately ₹11,533,743 in revenue.

EDUCATION

2015 - 2018

Bachelor of Arts, English Literature, V. K. S. U. Ara

2013 - 2015

Intermediate, Science (PCM), BSEB

CORE SKILLS

Excel	Looker	Macros
Spreadsheets	Tableau	SQL
Process Mapping	Power BI	Pivot Table
Data Visualization	Gap Analysis	Data Mining
Advance Functions	Report Writing	Data extraction
Business Intelligence	Statistical Analysis	Data Automations
Data manipulation and analysis	Database Management	Process Automation
Data Analysis and Interpretation	Training and Development	Root Cause Analysis
Customer Relationship Management	Sales Strategy and Execution	App Script & Developer
Communication & Interpersonal Skills	Problem-Solving and Innovation	Financial Reconciliation
Analytical Thinking & Problem-Solving	Communication and Collaboration	Financial Modeling
Incentive Calculation and Analysis	Valuation Techniques (IRR & NPV)	Lead & Input Analysis
Financial Statement Analysis	Revenue & Reconciliation	Payout Calculation
Budgeting & Forecasting	Reporting Analysis	Cost Analysis
CRM Management (Ameyo, Orderhive, Salesforce, Lead Squared, Razorpay, LMS, Orderly, PayU, Knowlarity)		