

Profile

Yugandhara with 2.7 Years of experience in Business Analysis. Presently Associated with Contrive Datum Insights, Pune as a Business Analyst. Delivered many critical modules on time with maximum efficiency. Good analytical & management background with good knowledge of multiple domains in market research industry. Proficient in various areas of primary research (data analysis, competitor research) & Secondary research using quantitative and qualitative methods and technologies.

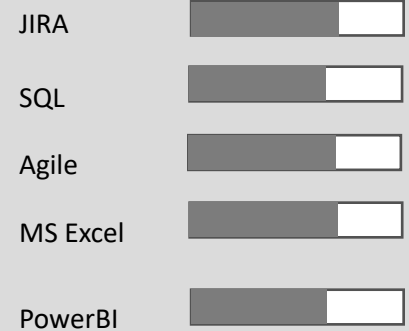
Professional Summary

- Total **2.7 years** of experience in a **Business Analysis**.
- Good Knowledge of **SDLC** Methodologies.
- Worked in a highly dynamic **AGILE** environment and participated in scrum and sprint meetings.
- Good knowledge in defect reporting and tracking using **JIRA**.
- Good in digging into data and numbers and trends to find valuable insights.
- Proficient in understanding client requirements and translating them into effective solutions.
- Skilled in analyzing market trends and conducting thorough research.
- Collaborate closely with sales team to develop customize proposals.
- Strong communication and presentation skills to convey complex ideas in a clear and concise manner.
- Good documentation skills such **BRD & FRS** using Unified Modeling Language (**UML**) diagrams.
- Good knowledge of **Structured Query Language** (SQL)
- Competency in Microsoft Applications including **Word, Excel, PowerPoint & Outlook**
- Play a pivotal role in assisting the development of business strategies by gathering and analyzing market research data, competitor intelligence and customer feedback.
- Good knowledge of **Digital Marketing** Trends such as Email marketing, LinkedIn ads & search engine optimization used for the business growth.
- Worked on **AWS** automation tools.

Training's

- Data Analytics Using Power BI by TechTip24.
- Business Analysis foundation by LinkedIn.
- Agile Requirements Foundations by LinkedIn.
- Requirement Elicitation & Analysis by LinkedIn.
- TCS ION Career Edge Young Professional.
- Fundamental of Digital marketing by Google Digital Garage.

Compatibility



Language's



Skills

Business Analytics | Requirement Gathering | User Stories | Gap Analysis | BRD | FRS | Use Cases | UML Diagrams | Oral and written Communication Skills | Critical Thinking | Problem-Solving | Data Analysis | Data Mining

Educational Qualification

Master of Business Administration in Marketing & International Business

2020-2022

Savitribai Phule University Pune

Bachelors in Commerce

2020

YCOU



Work Experience

Business Analyst Contrive Datum Insights, Pune

From OCT 2023 - till now

Project Domain: **Digital Marketing & Market Research**

Contrive Datum Insights (CDI) is a global delivery partner of market intelligence and consulting services to officials at various sectors such as investment, information technology telecommunication, consumer technology, and manufacturing markets. CDI assists investment communities, business executives and IT professionals to undertake statistics based accurate decisions on technology purchases and advance strong growth tactics to sustain market competitiveness.



Roles & Responsibilities

- I am responsible for collecting and analyzing the customer's business requirements and document prior to transferring to analyst team.
- I am working closely with all the key stakeholders to empower data driven decision making and generate insights which will help grow the key metrics of business.
- I am responsible for user-story creation by using defect tracing tool like Jira.
- Here I am Responsible to analyze raw data, manipulate, cleanse and process data using combination of advanced tools like Excel, SQL, Power BI etc.
- Used Unified Modeling Language (UML) diagrams for documentation and verification the analysis.
- Enabling effective decision making by retrieving and aggregating data from multiple resources and compiling it into digestible and actionable dashboards.
- Analyzing and solving business problems with focus on understanding root causes and driving forward looking opportunities.
- Communicating complex analysis and insights to stakeholders and business leaders, both verbally and in writing.
- Drive key analytical projects to deliver on operational goals and data driven decision making.
- Lead the analysis of business requirements, working closely with stakeholders to identify and document business needs, objectives, and outcomes.
- Develop and maintain a deep understanding of the business processes and systems, identifying opportunities for improvement and optimization.
- Collaborate with cross-functional teams to design and implement business solutions, ensuring alignment with business objectives and requirements.
- Conduct detailed analysis of business processes and systems, identifying gaps, risks, and opportunities for improvement.
- Communicate technical findings effectively to stakeholders, utilizing data visualization tools for clarity.
- Manage any change requests related to the working project plans daily to meet the agreed deadlines.

Junior Business Analyst Future Market Insights, Pune

From Aug 2021- Sep 2023

Project Domain: **Presales & Lead generation**

Future Market Insights is the premier provider of market intelligence and consulting services, serving clients in over 150 countries. FMI serves clients from a range of industries, including automotive & transportation, technology, consumer products, automation and equipment, food & beverage, services & utilities, chemicals & materials, energy, mining, and oil & gas.



Roles & Responsibilities

- I was Involved in supporting lead generation efforts through Content Creation and Email Marketing.
- I assist in the development of marketing collateral, such as landing pages, ads, and email templates.
- I was Involved in tracking and analyzing marketing metrics to measure the effectiveness of lead generation initiatives.
- I was Analyzing lead data to identify patterns and insights that inform lead generation strategies.
- I collaborated with IT teams to ensure data integrity and security.



Declaration

I hereby declare that the above information is true to the best of my knowledge and necessary documents will be made available if required.

Date:

Place:

Signature

Yugandhara A. Wankhade