

JATIN BHARDWAJ

Business Analyst

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SUMMARY

- Highly motivated and detail-oriented Business Analyst with a strong foundation in data analysis, business intelligence, and process optimization.
 - Proficient in Excel, SQL, Power BI, and Python, with experience in requirement gathering, stakeholder collaboration, and data-driven decision-making.
 - Exposure to digital marketing, including client meetings, client management, and team coordination, enhancing communication and strategic thinking skills.
 - Strong ability to analyze business requirements, translate them into functional insights, and support decision-making processes.
 - Adept at working in fast-paced environments, managing multiple stakeholders, and delivering insights to optimize business performance.
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EXPERIENCE

Business Analyst

April 2024 - Mar 2025

InsureFast | Jaipur, Rajasthan

- Acted as a bridge between InsureFast's internal team and the external development partner, during the launch of the InsureFast insurance portal.
- Coordinated requirement gathering sessions and clearly translated business needs into detailed documentation for the tech team.
- Worked closely with dealership partners (car/bike showrooms) to collect feedback, track policy issuance performance, and identify platform usability issues.
- Helped design user flows, onboarding journeys, and lead dashboards to support sales and operations through data-driven insights.
- Validated features during development sprints, participated in UAT testing, and ensured timely resolution of issues by coordinating with dev team.

Data Science Intern

Sep 2023 - Mar 2024

Learn & Build | Jaipur, Rajasthan

- Developed a strong foundation in data analysis, business intelligence, and machine learning concepts.
 - Learned to use Excel, SQL, Power BI, and Python for data handling, reporting, and visualization.
 - Gained exposure to data preprocessing techniques, understanding how to clean, manipulate, and structure data for analysis.
 - Explored various business analysis methodologies, including requirement gathering, stakeholder communication, and data-driven decision-making.
 - Studied real-world case studies to understand how businesses optimize processes using data insights.
 - Learned about Power BI dashboards and data visualization best practices, enhancing my ability to present insights effectively.
 - Understood the fundamentals of predictive modeling and data-driven strategy development.
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TECHNICAL SKILLS

- Methodologies:** SDLC, Agile/Scrum, Waterfall.
 - Documentation:** BRD, FRD, SRS.
 - Project Management Tools:** JIRA, Asana, MS Project.
 - Data Analysis & Visualization:** Excel, Power BI, SQL, Python
 - MS Tools:** MS Powerpoint, Ms Word
 - Soft Skills:** Requirement Gathering, Decision-making, Strategic Thinking, storytelling, Strong Communication, Team Management, Market Analysis, Competitive Analysis Risk Analysis, SWAT Analysis, CRM.
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EDUCATION

Bachelor of Technology in Computer Science

Arya College Of Engineering

July 2020 - May 2024

PROJECTS

Sales Performance Dashboard (Power BI Project)

- Created a Power BI dashboard to track sales performance, enabling leadership to identify top-performing regions and product trends.
- Automated data extraction using Power Query, reducing manual reporting by 40% and improving report accuracy.

Customer Churn Analysis (SQL and Excel Project)

- Analyzed customer churn patterns using SQL queries, identifying key factors that contributed to retention and loss.
- Presented findings through an Excel dashboard, allowing stakeholders to implement targeted retention strategies, reducing churn by 10%.

Market Research & Branding Strategy for Anime Clothing Brand

- Conducted market research & competitor analysis to identify industry trends, target audience, and niche opportunities.
 - Analyzed customer behavior & anime fashion trends to recommend product designs and collection strategies.
 - Developed a branding & positioning strategy, including logo, packaging, and storytelling elements.
 - Designed a 360° marketing plan, leveraging social media, influencer collaborations, SEO, and paid ads.
 - Set up Google Analytics & Meta Pixel for KPI tracking, performance analysis, and campaign optimization.
 - Increased social media engagement by 40% and boosted online sales by 25% through data-driven strategies.
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CERTIFICATIONS

- Data Science Program and Internship by Learn and Build
 - Accenture Data Analysis and Visualization Job Simulation by Forage
 - Certifications of Participant on Rajasthan Police Hackathon
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