

# Shagun Motla

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📍 Meerut, Uttar Pradesh

## Professional Summary

Detail-oriented professional with experience in **requirement gathering, stakeholder coordination, and process documentation**. Skilled in **Power BI, Google Looker Studio, Excel, and Google Sheets** for tracking and performance reporting. Practical experience applying business-analysis methodologies (**Agile – Scrum/Kanban, SDLC, Waterfall**) and artifacts (**BRD/FRD/SRS, user stories, RTM, UAT**). Strong communication and problem-solving skills with a focus on delivering actionable business solutions.

## Experience

- Project Manager & Reporting Analyst**, Bizovate Interactive Solutions Pvt. Ltd. 06/2024  
**Requirement Gathering & Stakeholder Management** Meerut
- Worked closely with company directors (**Aarshi's Matrimonial Solution Pvt. Ltd., Homeland Trade, GMGR, Meghdoot, Golden Age Isvara, etc.**) to understand business needs.
  - Acted as the main point of contact between clients and internal teams, ensuring requirements were clearly communicated and delivered.
- Project Coordination & Task Management**
- Created detailed task plans for cross-functional teams (designers, video editors, developers); explained requirements clearly and ensured quality control before client submission.
- Data Analysis & Reporting**
- Designed and maintained dashboards in **Google Looker Studio and Power BI to track leads, campaign performance, and ROI**.
  - Prepared detailed lead performance reports and provided insights to management for decision-making.
- Marketing & Performance Monitoring**
- Monitored client social media platforms (Instagram, Facebook, LinkedIn, YouTube) for brand compliance.
  - Analyzed Meta Ads and Google Ads results to identify optimization opportunities.
  - Coordinated with sales teams to assess lead quality and conversion trends.
- Process Improvement & Documentation**
- Maintained centralized reporting in Google Sheets as a single source of truth for all project activities.

## Projects

### Sales Dashboard - Power BI

Created a dynamic dashboard to visualize monthly sales and regional trends. Empowered real-time performance tracking and decision-making.

### Marketing Dashboard - Looker Studio

Developed a live dashboard integrating campaign metrics and engagement data. Helped the marketing team optimize strategy through analysis. ☑

## Business Analysis Tools & Methodologies

- **Methodologies:** Agile (Scrum, Kanban), SDLC (Waterfall, Iterative),
- **Requirement & Delivery Artifacts:** BRD, FRD, SRS, Use Cases, User Stories, Acceptance Criteria, RTM, UAT plans
- **Modeling & Visualization:** flowcharts, wireframes & mockups
- **Data & Reporting:** Excel (advanced), Google Sheets, MySQL, SQL, Power BI, Looker Studio, Tableau (basic)
- **Analysis & Governance:** Stakeholder Analysis, RACI, , test-case review, data profiling

## Skills

– **Technical:** Power BI, Looker Studio, Tableau (Basic), Excel, Google Sheets, MySQL, Dashboard Design, Reporting Automation, Requirement Gathering & Lead Analysis, WordPress, ChatGPT & AI Tools, C/C++ (Basic) | **Soft Skills:** Analytical Thinking, Communication, Adaptability, Stakeholder Management, Teamwork, Client Relationship Management, Attention to Detail, Time Management

## Education

<b>Bachelor of Computer Applications (BCA),</b> Chaudhary Charan Singh University, Meerut Aggregate: 78% – Focus areas: DBMS, Data Structures, Web Tech, Programming	09/2022 – 07/2025 Meerut
<b>Senior Secondary (12th), CBSE, New St. Mary's Global School</b> Percentage: 74%	06/2022 Muzaffarnagar
<b>High School (10th), CBSE, Shree Ram Public School, Muzaffarnagar</b> Percentage: 72%	06/2020 Muzaffarnagar

## Job Preferences

- Business Analyst
- Operations Analyst