

Sanjeevani Mishra | Business Analyst

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SUMMARY:

Business Analyst with more than 3 year experience in data-driven decision-making, business intelligence, and digital transformation across industries. Expertise in SQL, Python, and big data technologies for analyzing complex datasets and optimizing business strategies. Strong background in data visualization using Power BI, Tableau, and Google Data Studio to deliver actionable insights. Skilled in e-commerce analytics, SEO performance tracking, and API integrations for web applications. Knowledgeable in regulatory compliance, including GDPR and CCPA, ensuring data security and governance. Proficiency in conducting UAT, regression testing, and impact analysis to validate system functionalities, enhance performance, and ensure seamless deployment of business solutions.

EXPERIENCE:

Business Analyst, Datamac Analytics | FL

Jan 2025 - Present

- Analyzed large-scale business data across industries using SQL and Python, identifying patterns and insights to optimize decision-making and strategy development.
- Developed predictive analytics models for customer segmentation and trend forecasting, utilizing Power BI to create interactive dashboards that provided actionable insights for stakeholders.
- Gathered and documented business requirements (BRD, FRD) for data-driven solutions, collaborating with clients to streamline data integration, governance, and compliance processes.
- Ensured compliance with GDPR, CCPA, and industry-specific data regulations by automating compliance tracking and generating standardized reports to mitigate risks.
- Led Agile Sprint Planning and UAT testing for AI-driven analytics platforms, validating system functionalities and ensuring smooth implementation of enhancements based on business needs.
- Executed Gap Analysis to identify discrepancies between current business processes and desired outcomes, providing strategic recommendations to bridge inefficiencies and optimize workflows.
- Created process flow diagrams and data models using UML methodologies to enhance understanding of data relationships and streamline system architecture.
- Managed and tracked project requirements using JIRA, facilitating Agile Sprint Planning, backlog grooming, and issue resolution to ensure timely project delivery.

Business Analyst, Stormspark Innovations Private Limited | India

Jun 2020 - May 2023

- Analyzed web and user behavior using SQL and Google Analytics to assess website performance, customer engagement, and conversion rates, leading to data-driven optimization strategies.
- Designed Power BI dashboards to visualize SEO effectiveness, digital marketing ROI, and customer journey metrics, providing real-time insights to stakeholders.
- Compiled business requirements for e-commerce platform development, collaborating with developers, UX designers, and marketing teams to align technical functionalities with business goals.
- Implemented campaign performance tracking and audience segmentation using Python and Google Data Studio, enhancing targeted marketing efforts and customer retention.
- Integrated third-party APIs for payment gateways, CRM (Salesforce) systems, and bulk SMS services, ensuring smooth data exchange and operational efficiency.
- Strengthened GDPR compliance and data security by establishing standardized processes for handling customer data across e-commerce and digital marketing platforms.
- Managed project documentation in SharePoint, ensuring seamless collaboration, version control, and secure access to critical business artifacts.
- Utilized JIRA for tracking tasks, managing sprints, and monitoring issue resolution, ensuring streamlined communication and Agile workflow execution.
- Conducted SWOT analysis to evaluate business opportunities, strengths, weaknesses, and external threats, enabling data-driven decision-making for strategic planning.

TECHNICAL SKILLS:

Languages & Tools:	SQL, Python HTML, CSS, JavaScript
Database & ETL:	MySQL, PostgreSQL, Hadoop, Spark, PySpark, Databricks, Google BigQuery
Data Visualization:	Power BI, Tableau, Google Data Studio, Advanced Excel
Project Management:	JIRA, Confluence, SharePoint, Agile, Scrum, Waterfall
Analysis Techniques:	SWOT Analysis, GAP Analysis, Impact Analysis, Risk Analysis
Regularity and compliance:	GDPR, CCPA, Data Quality Frameworks, ServiceNow, Change Request Management
Business Analysis & Documentation:	BRD, FRD, RTM, Use Case Development, UML, Functional Requirements Specifications (FRS), User Requirements Specifications (URS)

EDUCATION:

Master of Science – Information Technology

May 2023 – Dec 2024

Florida Atlantic University | Boca Raton, FL

Bachelor of Technology – Computer Science

Aug 2017 - Jun 2021

SAL Engineering and Technical Institute | Ahmedabad, India