

# ANAND GUPTA

## BUSINESS ANALYST

### CONTACT

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### EDUCATION

#### 2020-2022

POST GRADUATE DIPLOMA IN  
MANAGEMENT (PGDM)

Jagannath International Management  
School (JIMS), Delhi

#### 2013-2016

BACHELORS OF BUSINESS  
ADMINISTRATION (BBA)

Chanderprabhu Jain College of Higher  
Studies, Delhi

### SKILLS

Requirements gathering  
Requirements documentation  
Stakeholder management  
Communication skills  
Analytical skills  
Process flows and improvement  
JIRA project management tool  
BRD, FRD, use cases and user story  
Visio, FIGMA and lucid charts  
Project management (SDLC) and UAT  
Agile and waterfall methodology  
Wireframe and Screen mockups  
Prototyping  
UML diagrams (Activity, use case  
diagram and state diagrams)  
Backlog and sprint management  
Test cases for QA  
Power BI Dashboard  
Microsoft Office suite and excel  
Traceability matrix

### SUMMARY

Passionate and driven business analyst with 15 months of experience in analyzing business processes and implement technology solutions to improve system productivity. Skilled in translating business needs into functional and technical requirements and fostering communication among stakeholders.

### EXPERIENCE

#### BUSINESS ANALYST • MARCH 2023 - PRESENT

Study Reach, Delhi

- Collaborated with cross-functional teams across geographies to **re-engineered process flows** in CRM which resulted in **20% reduction** of application turnaround and 30% improvement in data accuracy
- Spearheaded project plan to **implement AI interview process** of applications resulted **increased 20%** application conversion
- Crafted **Application Deadline** feature as an enhancement to product that yielded 15% organized funnel.
- Devised **quality check (QC)** across global offices for profile review. This proved to **40% rise** in university contracts
- Supported daily operations with **10+ customized reports** via ZOHO CRM and excel that spurred productivity by 40%

#### EXECUTIVE TRAINEE • JULY 2022 – NOVEMBER 2022

Tata Power, Bengaluru

- Developed Salesforce **dashboards** for quality team to manage post-installation status, leading to effective customer services and nudged customer **positive feedback** by 15%
- Encouraged channel partners to **adopt partner portal** that led to **25% reduction** in support tickets
- Created and managed 200+ users in the CRM with respect to their roles, profile and related access.
- Established beat plan to **track** sales team performance, visits and pipeline for systematic surveillance **saving 10+ hours** of team
- Closed an average of **15+ desk tickets** that involved critical thinking, problem-solving and recommendations.

## LANGUAGES

English (Fluent)

Hindi (Fluent)

## CERTIFICATIONS

Business Analysis "A to Z" Masterclass

Mastering Business Analysis, Scrum  
and JIRA for Development

Microsoft Power BI Desktop for  
Business Intelligence

Microsoft Excel - Excel from Beginner to  
Advanced

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ASSISTANT MARKETING MANAGER • JAN 2017 –  
SEPTEMBER 2019

Surya Lights, Gwalior

- On boarded **10+ new vendors**
- Supervised **5 major projects** per year, completing 95% with at least **2 weeks ahead** of schedule
- Leveraged on tech software (google tools, accounting platforms and Microsoft Office suite) and strategy formulations that increased business prospects.