Akanksha Sen

Location: Gwalior, MP

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PROFESSIONAL SUMMARY

Results-driven Business Analyst with expertise in IT business analysis, requirement gathering, and process optimization. Skilled in stakeholder collaboration, documentation (BRD, FRD, user stories), and business process modeling. Proficient in SQL, Agile methodologies, and data-driven analysis, with strong experience in bridging business and technology teams to deliver scalable and high-impact digital solutions

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TECHNICAL SKILLS

- **Business Analysis**: Requirement Gathering, Wireframing, Prototyping, BRD, FRD, Process Flow Modeling
- **Data & Reporting**: SQL, Power BI, Tableau, Excel
- **Project Management:** Agile, Scrum, Jira
- **Quality Assurance & Testing:** UAT, Test Cases, Risk Management
- **Stakeholder Management:** Cross-functional Collaboration, Client Interaction, Documentation
- **Tools & Technologies:** SQL, MS Visio, Figma, Moqups, MS Office Suite

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PROFESSIONAL EXPERIENCE

Business Analyst |Data Channel Pvt. Ltd.   Jan 2024 – Present

- Collaborated with cross-functional teams to analyze business requirements and design data-driven solutions using Agile methodologies.

- Gathered, validated, and documented requirements; performed system analysis, data mapping, and SQL-based data validation.

- Partnered with product owners and developers to ensure seamless integration and delivery of scalable, customer-centric solutions.

- Contributed to enhancing digital platforms by improving functionality, optimizing performance, and aligning with business objective

Senior Executive | Snapdeal   **July 2023 – Dec 2023**

• Analyzed customer journey, sales trends, and operational data to identify growth opportunities and improve user experience.

• Collaborated with product, marketing, and tech teams to define requirements, optimize workflows, and deliver scalable e-commerce solutions.

• Conducted data mapping, reporting, and gap analysis to support decision-making and streamline business processes.

• Ensured seamless integration of digital platforms, enhancing conversion rates and overall business performance..

Associate Business Analyst| Averon Infotech Pvt. Ltd.
April 2022 – June 2023

• Conducted client meetings to gather business requirements and translated them into clear technical specifications, user stories, and process workflows.

• Analyzed existing processes, identified gaps, and proposed innovative solutions to improve efficiency and align with business objectives.

• Collaborated with cross-functional teams to manage project scope, risks, and timelines while ensuring successful delivery of quality solutions.

• Collected, analyzed, and visualized data through reports and dashboards to support strategic decision-making.

• Supported UAT, developed documentation, and delivered training to ensure smooth adoption of new systems and technologies.

Digital Marketing Executive| Maltar Services Pvt. Ltd.
 Dec 2020 – Feb 2022

• Planned and executed digital marketing campaigns across SEO, SEM, social media, and email to drive brand visibility and engagement.

• Monitored campaign performance, analyzed metrics, and optimized strategies to maximize ROI and lead generation.

• Collaborated with cross-functional teams to create content, manage online presence, and enhance customer acquisition.

EDUCATION & CERTIFICATIONS

- **M.Tech (Computer Science), (Shriram College for Engineering and Management, RGPV)**
  June 2019- June 2024

- **Bachelor in Engineering, (Computer Science) (Shriram college of Engineering and management, RGPV)**

  July 2015- July 2019