Surbhi S.

MSc Business Analytics, Loughborough Uni | Data Reporting | Power BI | SQL | 4+ Years Experience | Business Analyst
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PROFESSIONAL SUMMARY

Microsoft-certified Business Analyst with 4+ years of experience specializing in SQL, Power BI, and Python. Proven track record of scaling reporting infrastructure for 10,000+ users and driving double-digit efficiency gains in Agile environments. **Awarded as the Best Performer among 80 peers** for consistently high performance and delivery quality.

RELEVANT SKILLS

- **Functional Competencies:** Data Analysis, Business Intelligence, KPI Definition & Monitoring, Requirements Gathering, Stakeholder Management, Process Improvement, UAT, Agile Delivery, Insight Communication, Product & Operational Reporting, A/B Testing, Data-Driven Decision-Making
- **Technical Tools**:
  - **Data Analysis & BI:** SQL (Joins, CTEs, Window Functions), Power BI (DAX, Data Modeling, RLS), Tableau, Excel(VBA, Power Query), Python (Pandas, NumPy, Scikit-learn), SAS Enterprise Guide
  - **Data Platforms & Integration:** Firebase, BigQuery, ETL, Data Validation
  - **Product & Experimentation:** A/B Testing, KPI Tracking, User Behaviour Analytics
  - **Project & Delivery Tools:** Jira, Azure DevOps, Confluence
  - **Testing & Version Control:** Postman, API Testing, GitHub

WORK EXPERIENCE

Business Analyst (Spotify Collaboration), Loughborough Uni.   2024

- Framed business problems and analytical objectives by cleaning, validating, and analysing **10M+ log records** using Python(Pandas, NumPy), improving **data quality and model readiness by 25%** for downstream decision-making.
- Translated commercial and user-behaviour questions into measurable KPIs and analytical features by building a **Random Forest prediction model**, achieving **87% accuracy** and improving **feature-importance explainability**.
- Delivered **decision-support dashboards** by developing **interactive Power BI dashboards** using **DAX** covering **20+ KPIs**, enabling **non-technical stakeholders to access insights 35% faster.**
- Conducted behavioural and regional analysis to identify patterns in genre adoption and listener preferences, generating **actionable insights** to support **data-led content strategy decisions**.
- Communicated insights through **structured narratives and visual storytelling,** bridging technical analysis and business context to drive stakeholder alignment and confidence in recommendations.

Business Analyst, Vianai Systems Inc.   2022 – 2023

- Led **KPI definition and reporting design** with finance, sales, and product leaders, **configuring anomaly alerts** and **shaping BI dashboards** that **improved issue identification** and strengthened management oversight**.**
- Owned **end-to-end requirements translation** by converting analytical needs into **Azure DevOps logic and Jira artefacts**, reducing **stakeholder follow-ups by 25%** and improving **delivery predictability.**
- Drove **insight quality and business-rule accuracy** by analysing **300+ user queries** and SQL logic from a conversational analytics platform, improving **response accuracy by 30%.**
- Delivered **compliance-ready reporting** by extracting finance data from PostgreSQL using complex SQL queries and producing **8 Power BI dashboards**, increasing **monitoring effectiveness by 20%.**
- Enabled business decision-making by validating analytical outputs and model results against **business scenarios and acceptance criteria**, ensuring **reliable releases, trusted insights**, and **stakeholder confidence.**

Business Analyst, Instant Systems Inc.   2020 – 2022

- Acted as the liaison between business stakeholders by eliciting requirements and translating needs into dashboards and ETL workflows, supporting delivery of **85%+ high-impact features** with a **9-member** Agile team.
- Conducted business and data analysis using SQL, Python, Excel, Google Analytics, and Looker Studio, improving targeting accuracy by **20%** and contributing to **10,000+ app installs within five months.**
- Improved reporting and data governance by integrating Firebase Realtime Database with BigQuery and building ETL pipelines, reducing manual reporting effort by **40%** and analysis preparation time by **15+ hours per week.**
- Delivered insights through Power BI (Power Query, DAX) to analyse performance and campaign outcomes, accelerating **15+ stakeholder decisions** and **improving campaign strategy.**
- Led business-focused A/B testing, UAT, and API validation aligned to acceptance criteria, achieving **100% defect-free releases, 30% usability improvement, 25% fewer bugs.**

RELEVANT PROJECT EXPERIENCE

- **SAS-Driven Consumer Behaviour & Retail Location Analytics:** Applied SAS to run end-to-end statistical analysis, including chi-square tests, hypothesis testing, and frequency modelling, across a **35-variable** consumer dataset to identify key drivers of retail location and store preference, improving decision accuracy by **35%**, and translated behavioural insights into a data-driven framework for shopping-centre design and business mix, increasing site-selection clarity by **40%.**

- **Airline Performance Analytics – Star Alliance Network Expansion**
  Conducted strategic business analysis by converting network expansion questions into data-driven evaluation criteria through analysis of **300+ global hubs** using Python, SQL. Assessed route connectivity, alliance scenarios, and network fit to generate actionable recommendations, improving **network fit accuracy by 25%** and increasing **insight depth by 30%** to support informed expansion and partnership decisions.

COURSES & CERTIFICATIONS

- [Career Essentials in Data Analysis](#), Microsoft & LinkedIn
- **Microsoft Power BI for Data Analyst**, Microsoft
- **McKinsey Forward Program**, McKinsey
- [SQL for Data Analysis: Beginner to Business Intelligence](#), Udemy

KEY AWARDS & RECOGNITIONS

- **Excellence Scholarship**, Loughborough University: Awarded a **£2,500 tuition fee waiver** for academic and analytical excellence.
- **Best Performer Award**, Instant Systems Inc.: Recognised among **80 peers** for consistently high delivery quality and ownership.
- **Early Performance Appraisals (3 consecutive years):** Awarded for **sustained high performance,** reliability, and delivery excellence.
- **Leadership & Mentorship Recognition:** Entrusted with **mentoring and training junior analysts,** supporting onboarding, skill development, and day-to-day delivery.
- **Trusted Escalation Analyst:** Frequently assigned to **high-priority and urgent initiatives** to stabilise requirements and delivery until permanent resources were allocated.

EDUCATION

- **MSc Business Analytics | Loughborough University | 2023 – 2024**
  Focused on applying predictive analytics, statistical modelling, forecasting, and data visualisation to real-world business and decision-making problems through industry-linked coursework and projects.

- **BTech Computer Science & Engineering | Dr A.P.J. Abdul Kalam Technical University | 2016 – 2020**
  Built a strong foundation in programming, databases, and systems thinking, and represented the university in social-impact initiatives supporting education and community tutoring.