PANKAJ SHAHU
BUSINESS ANALYST

Drive business growth and operational excellence through Strategic Business Intelligence, Data Mining & Business Analytics. Leverage expertise in Process Automation, KPI Development, and Cross-Functional Collaboration to deliver impactful solutions and drive organizational success.

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CORE COMPETENCIES

- Market Analysis
- Competitive Intelligence
- Process Optimization
- Data Visualization
- Project Management
- Risk Assessment
- Performance Metrics
- Change Management
- Customer Relationship Management
- Strategic Planning

SOFT SKILLS

- Leadership
- Communicator
- Planner
- Analytical

CAREER TIMELINE

June'23 – Present
SPAARK OVERSEAS
Business Analyst

Aug'16-May'23
Cardekho (South East Asia) -
Business Analyst

Dec '15 - Jul '16
Concentrix Analyst

Jul '13 - Jan '14
Policy Bazar
Practitioner

PROFILE SUMMARY

- ❖ Boasting 8 years of experience in Business Analytics and Intelligence across South East Asia and India.
- ❖ Collaborated closely with regional managers and business heads, effectively communicating various challenges and facilitating constructive dialogue to bridge the gap between senior leadership and regional / state heads, fostering alignment and synergy across organizational levels.
- ❖ Expert at automating processes and work-flows to provide better data insights, resulting in operational efficiency.
- ❖ Recognized for expertise in building KPIs, ad hoc reports, and live data tracking. Successfully transitioned retail car policies, leading to increased margins and conversion rates.
- ❖ Skilled in Operations Management, Process Improvement, Quality Control & Team Leadership; awarded for exceptional performance in a special retail project.
- ❖ Strategically drive business growth through expert use of Business Intelligence, Data Mining, and Business Analytics, ensuring informed decision-making.
- ❖ Specialize in Process Automation, streamlining operations for heightened efficiency and cost-effectiveness.
- ❖ Expertise in developing Key Performance Indicators (KPIs) to monitor and enhance organizational performance.
- ❖ Proven skills to deliver impactful solutions that contribute to organizational success and sustainable growth.
- ❖ Demonstrate a track record of leveraging data-driven insights for strategic decision-making and business optimization.

EDUCATION

- ❖ MBA Finance & Marketing, IIMT Engineering College |Uttar Pradesh Technical University (UPTU) 75%
- ❖ BBA, Finance & Computer Application -AVS College of Arts & Science | Uttar Pradesh Technical University (UPTU) 75%

TECHNICAL SKILLS

- ❖ SQL
- ❖ MS PowerPoint
- ❖ MS Excel & Google Sheets
- ❖ Process Flowchart

AWARD

- ❖ Awarded for successful transition of the Retail Car Policy movement at Cardekho (India), resulting in increased margins and conversion rates.

CERTIFICATIONS & TRANING

- ❖ Business Analytics Master Course from Ineuron

WORK EXPERIENCE

GROWTH PATH

SPAARK OVERSEAS | Business Analyst | June'23 – Present

Key Result Areas:
- ❖ Analyze sales data to identify trends, patterns, and opportunities and evaluate sales performance against targets and provide insights into variances.
- ❖ Develop reports and dashboards to communicate key sales metrics & collaborate with sales teams to develop accurate sales forecasts.
- ❖ Communicate key findings and insights to sales teams and leadership and provide recommendations for optimizing sales plans based on analysis.
- ❖ Evaluate the effectiveness of the sales funnel and identify areas for improvement.
- ❖ Analyze the performance of individual products or product categories and Identify top-performing products and those that may need special attention.
- ❖ Respond to ad-hoc data and analysis requests in a timely manner

Cardekho South East Asia | Business Analyst | Oct'22 – May'23

Key Result Areas:
- ❖ Spearheading the launch of new SAAS businesses in the UAE and Philippines, expanding the company's reach and customer base.
- ❖ Administering and contributing in growing the key accounts in the Philippines market, contributing to a revenue of ~USD 0.6 Mn.
- ❖ Increasing the company's presence in Malaysia by adding new cities for lead delivery, enhancing market penetration.
- ❖ Fostering a car auctions platform with an AI-enabled website to a client in Dubai, with an annual revenue potential of USD 0.12 Mn.
- ❖ Collaborating with cross-functional teams to ensure timely delivery and maintain client satisfaction, achieving an NPS of +70%.
- ❖ Implementing and monitoring initiatives to enhance efficiency, ensuring successful project delivery within scope, timeline, and budget constraints.

Cardekho India | Business Analyst | Apr'21 – Sep'22

Key Result Areas:
- ❖ Collaborated with various teams to comprehend business requirements, leading to the creation of a dashboard/reporting system for analyzing process excellence and leads conversion.
- ❖ Automated processes and work-flows using MySQL, Google Sheets, and Excel, resulting in enhanced data insights and a significant reduction in operational tasks, thereby increasing overall team bandwidth.
- ❖ Constructed KPIs, drill-downs, and Ad hoc reports for stakeholders, along with live Google Sheets for retail managers and procurement associates to track live data.
- ❖ Led the Retail project and successfully orchestrated the transition of the Retail Car Policy movement, earning recognition through recent Rewards and Recognition (R&R).
- ❖ Contributed to a special project, resulting in a significant margin increase and improved conversion for the Project lost team. Achieved an average margin increase of INR 1500/- per car and raised the conversion rate to 4.10% from 2.9%.

Cardekho India | Team-Lead QC | Apr'16 – Mar'22

Key Result Areas:
- ❖ Lead and managed a team, displayed effective leadership in business process management, quality control, and performance management.
- ❖ Streamlined systems to enhance operational effectiveness and meet operational goals within cost, time, and quality parameters.

Concentrix | Analyst | Dec '15 - Jul '16

Key Result Areas:
- ❖ Processed health insurance claims for US clients, ensuring accuracy and adherence to quality parameters.
- ❖ Analyzed and evaluated all aspects of the claims, maintaining daily records of processed claims.

Policy Bazar | Practitioner | Jul'13 - Jan'14

Key Result Areas:
- ❖ Managed customer queries and arranged medical services for purchased policies, ensuring adherence to SLA requirements.
- ❖ Gained knowledge of CRM and maintained daily productivity data, enhancing customer satisfaction.

👤 PERSONAL DETAILS

Address: H.No. 205 Dabua Gazipur, Faridabad, 121001
Date of Birth: 27th Mar'1991
Languages Known: Hindi, English & Manipuri