

Business Analyst



Bangalore, India



PROFILE

Detail-oriented graduate with skills in Business Analysis, Salesforce CRM, Digital Marketing, Data Analytics, and Social Media Management. Experienced in project coordination and using digital tools to support business growth. Passionate about learning, problem-solving, and contributing to organizational success.

EDUCATION

Diploma in Business Analysis	09/2025 – Present
NavGurukul, Foundation for Social Welfare	Bangalore, India
Bachelor of Arts	2022 – 2025
Lalit Narayan Mithila University	Darbhanga (Bihar)

WORK EXPERIENCE

Cash Handling, Billing & SAP Operations Associate	08/2019 – 08/2025
Managed 60+ daily customer transactions, cash handling, billing, and SAP-based inventory operations, ensuring accurate GRN processing, stock record management, and efficient store operations.	Begusarai Bihar
Facility Manager (NavGurukul)	02/2026 – 06/2026
Coordinated daily operations and supported 80–90 students, improving communication, task management, and campus activities.	

PROJECTS

Digital Marketing Strategy	05/2026 – 06/2026
Analyzed The Quest Center website using Google Analytics, SEO, Google Ads, and Meta Ads to assess website performance, traffic trends, and digital marketing effectiveness.	
SEO Website Optimization	04/2026
- Applied On-Page, Off-Page, Technical, and Local SEO techniques to improve website visibility. - Conducted keyword research and optimized content, meta tags, and headings. - Improved website performance through mobile optimization, page speed, and technical SEO. - Built backlink strategies to enhance domain authority and search rankings.	
AzZ Store	02/2026 – 05/2026
Developed and launched a professional no-code website using Google Sites to strengthen digital presence and support marketing campaigns	
Bollywood Film Data	01/2026 – 01/2026
Analyzed 1600+ Bollywood movie records to identify revenue trends, performance patterns, and business insights	

CERTIFICATES

Advance Google Sheet	Introduction to Digital Marketing
Coursera - 2026	Coursera - 2026
Introduction to Social Media Marketing	Social Media Marketing
Coursera - 2026	Beginner to Advanced
Sales and CRM Overview	
Coursera - 2026	

SKILLS

Technical Skills	Soft Skills
Google Workspace (G Suite), Salesforce CRM, Digital Marketing, SEO/SEM, Google Ads, Meta Ads, Canva, Google Analytics 4 (GA4)	Time Management, Communication, Teamwork, Coordination, Problem Solving

LANGUAGES

- English
- Hindi