

Priyanka More

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SUMMARY

Experienced professional with over 3 years of experience in Business and Data Analysis, proficient in SQL, Python with expertise in MS Excel, Tableau, and Power BI to facilitate data-driven decisions and deliver impactful insights. Adept in data analytics, visualization, requirement gathering, market analysis, and agile methodologies. Demonstrated ability to improve business performance and operational efficiency through effective communication and stakeholder collaboration.

EDUCATION

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| M.S. Information Systems, CAS in Data Science , Syracuse University, Syracuse, NY, USA. | May 2024 |
| Post Graduate Diploma in Business Administration , Symbiosis International University, India. | Dec 2020 |
| B.E. Electronics and Telecommunication Engineering , Solapur University, India. | May 2017 |

PROFESSIONAL EXPERIENCE

Syracuse University, USA | Research Analyst July 2024 - Present

- Collected, cleaned, and organized large datasets in Excel, ensuring 100% accuracy for research projects.
- Designed 5+ interactive dashboards in Tableau and Power BI to visualize findings and deliver real-time insights.
- Streamlined workflows and monitored data quality, ensuring timely project execution and progress tracking.

PTC, USA | Data Analyst Jan 2024 – July 2024

- Developed interactive Power BI dashboards to visualize key KPIs, driving strategic decisions and addressing ad-hoc requests.
- Improved dashboard functionality by 30% using advanced Power BI features (DAX, M Language, RLS) and stakeholder feedback.
- Delivered accurate, end-to-end reports for large datasets, ensuring data relevance and quality in collaboration with stakeholders.

Bullseye for Schools, USA | Data and Operations Intern Sept 2023 - May 2024

- Analyzed data to track KPIs, achieving a 25% boost in operational efficiency.
- Developed dashboards using SQL, Excel, and Tableau, enhancing decision-making processes by 20%.
- Partnered with cross-functional teams to implement process enhancements, meeting 95% of project deadlines.
- Engaged directly with C-Level executives to gather requirements and present key findings effectively.

Forward Fitness, USA | Data and Operations Intern May 2023 -Aug 2023

- Collected and analyzed data from 1,000+ customer feedback responses, sales reports, social media analytics, and web traffic, uncovering trends that boosted customer engagement by 15%.
- Developed and maintained Power BI dashboards to track key metrics, presenting insights that led to a 20% improvement in business performance.
- Monitored and evaluated business processes to identify areas for improvement, contributing to continuous operational efficiency.

Magna InfoTech Ltd., India | Business Data Analyst Feb 2020 - June 2022

- Gathered business requirements through stakeholder interviews and market research, creating BRDs and FRDs with Microsoft Teams, Word, and JIRA.
- Collaborated with cross-functional teams to develop strategic roadmaps, prioritize features, and create user stories, ensuring alignment with business goals.
- Accelerated User Acceptance Testing (UAT) and coordinated feedback sessions, ensuring product quality and alignment with business objectives, contributing to a 95% user satisfaction rate post-release.
- Designed 10+ Tableau and Power BI dashboards and leveraged SAS for advanced data analysis, enabling real-time decision-making, improving reporting accuracy, and reducing market response times by 25%.
- Improved requirement gathering and project delivery timelines by 80% with a customer-focused strategy, enabling targeted reporting solutions.

TECHNICAL SKILLS

Languages: SQL, Python, R.

Analysis Skills: Cost/Benefit Analysis, Impact Analysis, GAP Analysis, Risk Analysis, SWOT Analysis.

BI & Data Management Tools: MSSQL Server, MySQL, Tableau, Microsoft Power BI, SSRS, SAS.

Methodologies: SDLC, Agile/ Scrum, Waterfall, Kanban.

Documentations: FRD, BRD, SRS, Test Plan, User Guide, User stories, Use Cases.

Project Management Tools: MS Office Suite (MS Project, MS Excel, MS Power Point, MS Visio, MS Access), JIRA.

Other Tools: CRM, HubSpot, Slack.

Business Acumen: Business Strategy, Decision-making, Operational efficiency, Process improvement, Market analysis.

Soft Skills: Communication skills, Team collaboration, Attention to detail, Stakeholder management, Leadership, Problem-solving, Negotiation, Decision-Making, Documentation and Presentation.

LEADERSHIP AND CAMPUS INVOLVEMENT

Academic Program Senator and Committee Member in Diversity, Equity, Inclusion, and Accessibility (DEIA) - Syracuse University.

- Advocated for student interests, partnering with faculty to boost academic quality and foster a supportive learning environment.
- Contributed to DEIA initiatives, promoting policies and programs that ensure equitable access and inclusivity for all students.