

Ankit Dwivedi

Business Analyst

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Professional Summary

MSc Business Analytics graduate (**University of Leeds**) with Business Analyst experience at **Unyted** and **Grownity** in requirements elicitation, process mapping and stakeholder-facing data analysis. Backed by four self-directed projects in **SQL**, **Power BI**, **Looker Studio** and **Python**, and hands-on use of **Claude** and **Microsoft Copilot** to automate reporting.

Professional Experience

Business Analyst, *Unyted, Leeds, UK*

Feb 2025 – Aug 2025

- Led requirements elicitation workshops across **5 business units (10+ stakeholders)**, producing a BRD that shaped **4 MoSCoW-prioritised recommendations** adopted into Unyted's 2025 roadmap
- Mapped as-is/to-be processes over **12 weeks** (SWOT, Porter's Five Forces), turning **6 optimisation opportunities** into user stories with clear acceptance criteria for an AI integration project
- Validated requirement data in SQL, catching an inconsistency before it reached senior stakeholders; maintained a Power BI dashboard (DAX, Power Query) tracking roadmap delivery
- Used **Microsoft Copilot** to draft recurring Excel and Power BI queries and reports, and **Power Automate** to automate data updates, speeding up report turnaround

Junior Business Analyst, *Grownity, Chandigarh, India (Remote)*

Dec 2023 – Jul 2024

- Gathered requirements via stakeholder interviews and analysed user behaviour in Python/Excel, feeding product decisions that grew engagement by **25%** and acquisition by **15%**
- Owned a Power BI dashboard (DAX, Power Query) tracking engagement and retention, one of **3+ dashboards** that replaced manual reporting and lifted decision-making efficiency by **30%**
- Ran a competitive gap analysis across **15+ market segments** for a process improvement report
- Used **Claude** for analysis support, Python code checks and documentation, cutting repetitive query-writing time

Skills

Business Analysis: Requirements Elicitation, BRD/FRD Documentation, MoSCoW Prioritisation, Process Mapping (BPMN), Stakeholder Management, UAT Coordination, User Stories & Acceptance Criteria, SWOT / Porter's Five Forces, Agile, Scrum, Sprint Planning, Backlog Refinement

Technical & Data: SQL (MySQL), Power BI (DAX, Power Query), Looker Studio, Python, Excel (Advanced), Microsoft Access, Data Visualisation, JIRA, Confluence, MS Visio, MS Office Suite

AI & Automation: Claude, Microsoft Copilot, Power Automate, Power Apps, Prompt Writing for Data Analysis

Soft Skills: Stakeholder Engagement, Business Process Improvement, Strategic Communication, Analytical Thinking, Problem Solving

Projects

Online Retail Sales Analytics, Personal Project

- Cleaned a **541,909-row** UK retail dataset in Excel, resolving duplicates, cancellations and **135,080** blank customer IDs, then loaded it into MySQL
- Wrote SQL on revenue by month, product, country and customer; found **£9.73M** revenue and one customer driving **~£280K** (over half that country's sales), shown in a Power BI dashboard with Top-N KPI cards

HR Attrition Insight Dashboard, Personal Project

- Wrote a BRD/FRD for a **1,470-employee** HR dataset, modelled it into **3 linked MySQL tables** and used SQL joins to analyse attrition by department, tenure and salary
- Found attrition concentrated in the first year (**36.6%**) and under-30 employees (**27.9%**), presented via an interactive Looker Studio dashboard with KPI cards

Behavioural Finance Survey Analysis, University of Leeds, UK

- Defined data requirements and quality standards for a **162-respondent** UK/India study; cleaned and imputed data in R (Cronbach's alpha > 0.70 across **4 metrics**), cutting missing-data impact **90%**
- Ran regression showing spending awareness mediates **30%** of the payment-outcome relationship

Financial Fraud Detection System, Personal Project

- Defined requirements and evaluation criteria for a fraud detection pipeline (Logistic Regression, SMOTE, Random Forest); improved recall from **66% to 90%** via SMOTE resampling
- Selected Random Forest as best model (**83% precision/recall**) via confusion matrix and feature importance

Education

University of Leeds, United Kingdom

Sep 2024 – Sep 2025

- MSc Business Analytics and Decision Sciences | Merit

Bharati Vidyapeeth University, Pune, India

Sep 2021 – Jun 2024

- BSc (Hons) Biotechnology | First Class (9.32/10 GPA)

Leadership & Extracurricular

Masters Student Representative, *University of Leeds Economics Society*

Sep 2024 – Sep 2025

Society Head, *Entrepreneurship & Industry Engagement Cell, Pune, India*

Apr 2022 – Jan 2024