

AZAD YADAV

BUSINESS ANALYST | DATA ANALYST | BUSINESS INTELLIGENCE

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PROFESSIONAL SUMMARY

Business Analyst with an M.Sc. in Analytics from TISS Mumbai, combining Python/SQL data analysis, BRD, new product development, business intelligence and automation to deliver actionable insights and process improvement across sales, supply chain and CRM.

PROFESSIONAL EXPERIENCE

Kores (India) Ltd | Mumbai

Aug 2025 - Present

Business Analyst - Product Strategy, NPD and Automation

- **Sales Analytics & Advanced BI:** Aligned KPIs and business requirements with cross-functional stakeholders; automated sales MIS and 10-KPI Power BI dashboards using Amazon Redshift, advanced DAX, Power Query and data modeling, 8 lakh rows of data with 24-hour refresh, contributing to sales growth from 6-7% to 11%.
- **New Product Development (NPD) & Pricing Strategy:** Launched 10+ products end-to-end, from identifying and sourcing international vendors to market launch. Ran market research on Blinkit, Zepto and Amazon, conducted competitor research, modeled price waterfalls and supported vendor evaluation and negotiation. Scaled the new portfolio to ~₹1.5 Cr monthly revenue, growing 20%+ MoM.
- **Inventory ETL automation and data quality:** Automated MIS reporting on a 30-day refresh; partnered with IT on Python data pipelines integrating SAP transaction-code extracts, Amazon Redshift and Power BI, reconciling missing and incorrect SKUs.
- **Predictive modeling and inventory aging:** Projected 60-day stock-out risk using sales velocity and inventory burn rates; prioritized stock aged over 180 days for release, reducing holding costs by more than 20%.
- **Ecommerce and quick commerce analytics:** Built primary/secondary sales views for MTD/YTD GMV, MoM growth and SKU/geographic performance; analyzed pricing and ROAS across Zepto, Blinkit, Instamart and Amazon.
- **Generative AI & Natural-Language Analytics:** Built a Python AI chatbot using Claude API, Streamlit, Pandas and SQLite, integrating business metadata with sales data for natural-language queries on top products, sales trends, performance gaps and priority areas, with automated SQL generation and insights.
- **Complaint workflow automation:** Reduced response time from 10-15 days to 1-2 days using Zoho Desk 8D CAPA, HTML forms and web/email/WhatsApp intake; routed complaints to plant Quality Heads for validation and corrective action.
- **CRM Analytics & Workflow Automation:** Optimized 7-stage Zoho CRM tender pipelines for government and corporate business with 5-day automated alerts, improving turnaround time by 50% and driving 2x revenue in peak months; delivered 10-day business health reports to the MD.
- **EXIM data automation:** Used Python, Selenium, pandas and webdriver_manager to automate portal extraction and Excel consolidation for a workflow previously requiring 10-12 hours; added explicit waits, retries and download checks in code.

Videojet Technologies | Mumbai

Dec 2024 - Jun 2025

Business Analyst - Digital Transformation and BI

- **Business analysis and stakeholder management:** Conducted requirements gathering with USA business teams and pan-India zonal managers; delivered Tableau dashboards and data visualization for sales attainment, productivity and regional/product KPIs.
- **ETL and integration:** Built Tableau Prep workflows integrating 3+ data sources (Salesforce, Oracle BI and ERP), reducing manual consolidation and reporting errors.

Videojet Technologies | Mumbai

Apr 2024 - Jun 2024

Business Analyst - Strategic Accounts Analytics

- **Data cleaning and strategic account analytics:** Led an integrated analytics initiative for the top 100 clients (40%+ revenue share), unifying Salesforce and Excel data via Python-based ETL and presented on a Power BI live dashboard.
- **Funnel and service diagnostics:** Analyzed five AP sales stages and IB service KPIs, including first-time fix rate (FTFR) and average response time (ART); flagged 5+ accounts with 20-30% service-performance gaps.

Videojet Technologies | Mumbai

Oct 2023 - Nov 2023

Marketing Business Analyst

- **Marketing KPI and conversion analysis:** Analyzed 4 years of Google Ads campaigns data in Power BI using DAX; tracked CTR, CPC and conversions, informing optimizations that doubled conversion rates in selected regions.

EDUCATION

M.Sc. in Analytics | Tata Institute of Social Sciences (TISS), Mumbai | 2023 - 2025

Bachelor of Science | Maharshi Dayanand University | 2016 - 2019

TECHNICAL SKILLS

Python | SQL | Power BI | DAX | Power Query | Tableau | Redshift | SAP | Excel | BRD | NPD / Product Lifecycle