

# Priyanka Chaudhari

Business Analyst

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## SUMMARY

Business Analyst with 4+ years of experience in FinTech and eCommerce, specializing in stakeholder engagement, Agile delivery, and data-driven process improvement. Proficient in SQL, Python, and Power BI; experienced in end-to-end BRD/FRD documentation, UAT management, and cross-functional collaboration to align technical deliverables with business objectives. Led development of 3+ analytics features and automated reporting workflows, reducing manual operational overhead by 15% while maintaining 100% compliance traceability.

## TECHNICAL SKILLS

**Languages:** SQL, T-SQL, Python (Pandas, NumPy, Scikit-learn)

**Data & Analytics:** Databricks, PySpark, MySQL, Hadoop; ETL, Query Optimization, Data Validation

**Business Analysis:** BRD, FRD, RTM, User Stories, Acceptance Criteria, Gap Analysis, Stakeholder Management, Source-to-Target Mapping

**Visualization & BI:** Power BI (DAX, Power Query), Tableau, Excel (Advanced), MS Visio, Figma

**Process & Agile:** BPMN, SIPOC, VSM, Agile (Scrum/Kanban), Sprint Planning, Backlog Refinement, UAT & Regression Testing, Workflow Automation

**Analytical Methods:** Forward Testing, KPI Frameworks, Cohort Analysis, Root Cause Analysis, Fraud & Anomaly Detection

**Compliance & Domain:** SAP, ServiceNow, Jira, Confluence, SharePoint, MS Teams; HIPAA & GDPR Compliance, FinTech (Stock Options & Quant Trading)

## EXPERIENCE

**Technical Business Analyst / Data Scientist, Shoptaki** | New York

Jul 2025 – Present

- Analyze trading and market datasets using SQL, Python, and Excel to track KPIs and identify performance trends, resulting in an 8–10% increase in forward-testing accuracy during internal cycles.
- Collaborate cross-functionally with developers and backtesting analysts to define technical requirements and assist with implementation, ensuring consistent delivery across 2 software release cycles.
- Spearhead requirement gathering and documentation (BRD, FRD, RTM, User Stories) in Jira and Confluence for 3+ analytics features, saving 4–6 hours of manual reporting time per week.
- Develop Power BI dashboards and KPI reports to monitor trade performance and operational metrics, providing stakeholders with clear data for strategy evaluation and decision-making.
- Conduct data validation and trend analysis to identify reporting gaps and streamline internal testing workflows, improving overall reliability of forward-testing evaluation metrics.
- Govern strategy validation and process traceability for forward and back-testing compliance, maintaining 100% oversight of testing protocols and internal standards.

**Data Analyst Intern, KeeperAI** | New York

Jul 2024 – Sep 2024

- Extracted user engagement and behavioral data using SQL and Power BI, identifying patterns in personality profiling and team collaboration that improved dashboard insights by 20%.
- Re-engineered end-to-end user workflows in MS Visio, pinpointing onboarding and reporting bottlenecks, reducing process inefficiencies by 15%.
- Documented and maintained business and functional requirements (BRD, FRD, RTM) in Confluence, coordinating stakeholder interviews and ensuring alignment with product goals and AI ethics standards.
- Validated ETL pipelines in Databricks, conducted cohort analyses in Excel, and developed Figma prototypes to test AI-driven insights, presenting findings to product and operations leads.

**Business Analyst, Vaibhav Global Limited (VGL Group)** | India

Jan 2020 – Sep 2022

- Elicited 30+ stakeholder inputs across studio, merchandising, eCommerce, and distribution to define clear requirements and acceptance criteria, improving organizational alignment by 40% and reducing misalignment issues by 20%.
- Structured 50+ user stories, BPMN process flows, and functional specs in Confluence and Jira for TV-to-web journeys, \$1 auctions, and catalog navigation, cutting project iterations by 25% and accelerating development cycles.
- Validated high-velocity retail workflows (flash pricing, stock decrements, auction closeouts) via risk-based UAT tied to acceptance criteria, achieving 95% coverage and reducing post-deployment issues by 20%.

- Automated trading workflows and KPI reporting (CVR, AOV, GM%, returns%, SLAs) using SQL and Power BI, increasing operational efficiency by 20%, cutting manual effort by 30%, and improving reporting speed by 40%.
- Orchestrated backlog refinement, sprint reviews, and go/no-go forums with merchandising, studio, and fulfillment leads; implemented change control and benefits tracking to stabilize on-air and web releases under peak traffic.

## EDUCATION

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### Master of Science in Information Systems

Pace University | New York, USA

Sep 2023 – May 2025

### Bachelor of Technology – Computer Engineering

Savitribai Phule Pune University | India

Aug 2014 – Jun 2019

## HACKATHONS & PROJECTS

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### Therapy Delivery CoPilot | Accenture Autism Hackathon 2025

- Served as Business Analyst on an Accenture-organized initiative to develop an AI-powered behavioral analysis application for autistic individuals; gathered and documented requirements across clinical and technical stakeholders to define data collection and analysis workflows.
- Analyzed pre-recorded video datasets of autistic individuals performing daily tasks and responding to various behavioral scenarios; translated observations into structured BRD and FRD to guide AI model development.
- Collaborated with developers and behavior analysts to define acceptance criteria and user stories for an AI application supporting therapy delivery and developmental progress tracking for autistic children.
- Ensured HIPAA-compliant data handling protocols for all PHI and behavioral data, maintaining audit logging and access control standards throughout the project lifecycle.

### Guardian Eye | AI-Powered Security System

- Led agile delivery of an AI-based surveillance system, improving detection precision by 25% and reducing false alarms by 18%.
- Established CI/CD-enabled MLOps workflow achieving 99.5% system uptime.