



Aayush Kumar

Business Analyst



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Data Management IIM professional with expertise in MDM, Data Governance and Data Privacy, driving data quality improvements for global clients. My background includes hands-on experience in platforms like Reltio, Profisee and Salesforce CRM. I bring experience in Power BI and SQL with proven ability to lead data strategy, ensure regulatory compliance, and streamline operations using data to drive insights and improve business outcomes working both independently and collaboratively to achieve project excellence.

Technical skills

Microsoft Excel, SQL, Power BI, Tableau, Reltio, Salesforce CRM, MDM Tools

Soft skills

Detail-oriented, Interpersonal skills, Decision-making, Problem solving, Stakeholder management

Work History

2023-08 - Current **Business Analyst**

Genpact, Bengaluru

- Spearheaded collaboration with Central Customer Data Operation (CCDO) team to fulfill client requests under Hi-Tech & Manufacturing Sector Analytics.
- Responsibilities included leveraging **Data Governance, Data Privacy, Data Strategy** for improving data quality as a part of MDM project for our client which is a Semiconductor US Giant.
- Streamlined process by conducting critical research, data validation, verification, and classification while establishing data hierarchies based on AI-driven insights via **Reltio**.
- Demonstrated capacity to identify root causes via **Power BI** dashboard and direct team for resolutions, thus achieving almost 40% reduction in TAT also tracked Project's progress to improve overall efficiency and **Data Quality**.
- Optimized compliance and privacy regulations by utilizing **Profisee** and **Salesforce CRM**, ensuring alignment with global data policies.

- Led team-wide **SQL** upskilling efforts, orchestrating training sessions to elevate technical proficiency and knowledge sharing across the team.

2019-06 - 2020-07

Graduate Engineer Trainee

Larsen & Toubro Infotech, Navi Mumbai

- Experienced in the field of **Consulting** for a Major Oil & Gas company project.
- Specialized in **Data Management**, Data Analysis and Reporting using various G&G applications.



Education

2024-12 - Current

Post-Graduate Certificate: General Management With Data Science & Analytics

Indian Institute of Management Visakhapatnam - Visakhapatnam, India

2021-05 - 2023-05

PGDM - International Business: Marketing & Data Analytics

Birla Institute of Management Technology - Greater Noida, India

2015-05 - 2019-05

Bachelor of Engineering: Petroleum Engineering

Maharashtra Institute of Technology, Pune - Pune, India



Certifications

IT Business Analyst - Associate Level (QBI Institute)

Lean Six Sigma Green Belt (KPMG)

Accelerator Program in Business Analytics and Data Science (HeroVired)

Certificate of Graduation (SkyDive Global Campus Academy)

Generative AI - Intermediate (Genpact)



Accomplishment

Received "**Excellence Award**" for **Best Project Recognition of Performance** at UPSO-II & got featured on Indian Oil Corporation Limited UPSO-II Twitter's handle.



Project

Analyzed absenteeism data via **Tableau** & MS Excel, for a Singapore based company "**Anthler**" and identified factors contributing to employee absences and developed strategies to reduce absenteeism rates, ultimately improving employee engagement and enhancing overall organizational performance.