

BHARAT RAJU

Business Analyst | Philadelphia, PA | Open to Relocation
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SUMMARY

Business Analyst with 4+ years of experience partnering with business and technical stakeholders to translate complex business needs into data-driven solutions. Proven expertise in requirements gathering, business process analysis, KPI definition, stakeholder management, and process improvement across insurance and edtech domains. Strong analytical skills with hands-on experience in SQL, Power BI, Tableau, Excel, and Python to build executive dashboards, automate reporting, perform root-cause analysis, and deliver actionable business insights. Experienced in customer journey analysis, demand forecasting, conversion optimization, and operational analytics. Proficient in leveraging AI tools such as ChatGPT, GitHub Copilot, and Gemini to accelerate SQL development, documentation, reporting, and workflow automation, enabling faster decision-making and improved business outcomes.

CORE SKILLS

Business Analysis: Requirements Gathering, Stakeholder Management, Process Mapping & Improvement, Gap Analysis, KPI Definition, Business Process Documentation, Root-Cause Analysis

Data & BI: SQL (joins, CTEs, aggregations, query optimization), Power BI (data modeling, DAX, executive dashboards), Tableau, Python (pandas)

AI Tools: ChatGPT, GitHub Copilot, Claude — used for SQL drafting and debugging, documentation, and summarizing findings

Analytics: Customer Journey & Funnel Analysis, Conversion Optimization, Demand & Workforce Forecasting, CRM & Operations Data Analysis, Statistical Analysis

Tools: Advanced Excel (pivot tables, advanced formulas, forecasting), SPSS

PROFESSIONAL EXPERIENCE

Business Analyst

Oct 2025 – Present

Liberty Mutual | Philadelphia, PA

- Work directly with business and program stakeholders to understand what they're actually trying to solve, then turn those conversations into clear requirements, KPI definitions, and dashboard specs the reporting team can build against.
- Dig into participation and performance data to explain why the numbers move, not just what they are, so leadership can see which initiatives are worth prioritizing and which aren't paying off.
- Use AI tools (ChatGPT and GitHub Copilot) to speed up SQL drafting and first-pass documentation, cutting the time to turn a new data request around from a few days to a few hours.
- Set up quality checks and standardized data collection that cut down the small reporting errors that used to make monthly reviews unreliable.
- Build reusable reporting frameworks so stakeholders can pull their own numbers instead of waiting in a request queue, which shortened decision turnaround for senior leaders.

Assistant Manager, Data Analytics

Jun 2023 – Jun 2024

Unext | Bengaluru, India

- Owned analytics for a 375-person sales organization handling roughly 100K leads a month, acting as the go-between for managers and VP leadership — collecting what they needed and turning it into reporting used for revenue planning, capacity decisions, and target setting.
- Rebuilt the lead-to-sale funnel and customer journey KPIs, which improved sales visibility by 35% and helped drive a 2% lift in conversion once we could see exactly where leads were dropping off by source.
- Wrote and cleaned up SQL pipelines pulling together CRM, call logs, and operations data — leaning on AI assistants to draft and debug the more complex queries faster — which sped up reporting and made the daily dashboards more reliable.
- Built Power BI dashboards that became the single source of truth managers and leadership checked every day for digital performance, engagement, and funnel behavior.
- Standardized KPI definitions across teams and documented them, so numbers stopped getting argued over in meetings and people could self-serve instead of raising ad-hoc requests.
- Built monthly demand forecasts from historical trends and seasonality to line up counselor capacity with expected demand, which fed directly into hiring, training, and sales target decisions.
- Dug into call outcomes and rep behavior to find the real reasons the bottom-quartile team was underperforming; the changes that followed lifted their productivity by 15%.

Operations Associate

May 2022 – Jun 2023

Unext | Bengaluru, India

- Mapped the full customer service and operations workflow end to end, found where things consistently got stuck, and pushed the changes that cut turnaround time by 20%.
- Worked across operations, quality, and support teams to roll out process fixes that reduced the rework showing up later in downstream reporting.
- Built Excel reporting for daily throughput, error rates, backlog, and SLA adherence that gave managers an accurate day-to-day picture and let them catch problems before they grew.
- Helped run root-cause analysis on transaction-level data, which improved process compliance and made month-to-month performance more stable.

Audit Associate

Dec 2020 – Mar 2022

Unacademy | Bengaluru, India

- Defined and tracked audit and compliance KPIs to measure vendor performance and flag operational risk across several internal programs.
- Went through audit findings and compliance trends to surface the issues that kept recurring, giving leadership what they needed to tighten vendor controls.
- Ran audits across multiple programs (Bounty Program, Telegram Audit, Plus Audit) and consistently hit 100% compliance against internal benchmarks.
- Won the Process Excellence Award (Oct 2021) for improving audit quality, documentation, and how consistently work got reported.

SELECTED PROJECTS

Wayfair AI Agent Engineering for Business Intelligence Externship

In Progress · Jun 2026 – Present

- Building AI agents in n8n with Gemini that automate market trend discovery and competitor analysis, so research that used to be done by hand runs on its own.
- Wiring up automated workflows that pull data through APIs and web scraping, clean it, and pass it along without someone repeating the same steps each time.
- Building AI-powered dashboards that turn the collected market data into trends and business insights leadership can actually read and act on.
- Using prompt engineering to summarize market data and generate content ideas, cutting the time it takes to get from raw data to a usable takeaway.

Tech: n8n, Gemini AI, Google Sheets, APIs, JSON, Web Scraping, Prompt Engineering, Git, workflow automation

FMC Global Crop Protection Strategic Assessment

Business Consulting Project, Drexel LeBow

- Analyzed 100+ global data sources to evaluate market dynamics, regulatory risk, and competitive positioning.
- Built data-backed recommendations for a 2025–2027 growth strategy covering regional expansion, supply chain resilience, and biologics adoption, delivered as an executive-ready strategic report.

Capstone: Capsim — Managing & Leading the Total Enterprise

- Led cross-functional decisions for a simulated \$100M company across pricing, production, R&D, and finance, optimizing automation, capacity, and cost structure to grow profitability and market share.

Financial Analysis of Electronic Arts Inc. (EA)

Essentials of Financial Reporting

- Ran ratio, trend, and cash flow analysis to assess liquidity, leverage, and operational efficiency, producing clear insights on shareholder value drivers.

Supply Chain Resilience at HP

Operations & Supply Chain Management

- Evaluated COVID-era disruptions and built a resilience roadmap covering supplier diversification and scenario forecasting.

EDUCATION

MBA, Business Analytics (STEM) — Drexel University, LeBow College of Business, Philadelphia, PA

B.E., Mechanical Engineering — Dayananda Sagar Academy of Technology & Management, Bengaluru, India

CERTIFICATIONS

- Advanced Certificate in Business and Data Analytics — IIM Indore
- Google Data Analytics — Google Career Certificates
- Google Business Intelligence — Coursera