

SHAILESH MISHRA

Business Analyst

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SUMMARY

Results-driven Business Analyst with 3+ years of progressive experience in sales operations, requirement gathering, and stakeholder management. Proven track record of bridging business needs with technical solutions through comprehensive documentation (BRD/FRD), process optimization, and data-driven insights. Skilled in translating complex business requirements into actionable strategies, with expertise in Power BI, Excel, SQL, Salesforce CRM, Jira, Balsamiq, and MS Visio. Successfully improved lead conversion rates via strategic client data analysis, secured partnerships resulting in 25% market penetration increase, and developed 50+ user stories with 15+ comprehensive BRDs.

EXPERIENCE

08/2024 - 03/2025	●	Junior Business Analyst Egniol Service Private Limited
Delhi		- Conducted comprehensive requirements gathering and gap analysis using diverse client data sets. - Analyzed current processes to identify inefficiencies and pinpoint specific business needs. - Developed and recommended tailored solutions based on data analysis, directly improving lead conversion rates. - Collaborated with sales teams to prepare detailed Business Requirement Documents (BRD). - Created clear and concise process flows to map out current and proposed operations. - Bridged communication gaps between sales and strategy teams to ensure alignment on business objectives. - Enabled effective client onboarding through structured requirement gathering and solution delivery frameworks.
10/2022 - 08/2024	●	Sr. Business Development Associate BYJUS - Think and Learn Pvt. Ltd
Indore (M.P)		- Integrated B2C and B2B sales strategies by identifying and analyzing new business opportunities. - Negotiated and secured strategic partnerships with schools and coaching centers. - Achieved a 25% increase in regional market penetration through partnership development. - Utilized Salesforce CRM to track, analyze, and optimize sales processes. - Managed customer relationships through CRM tools to enhance sales efficiency. - Contributed to substantial revenue growth through strategic partnership development and market expansion activities.
07/2021 - 08/2022	●	Academic Counselor Testbook Education Pvt. Ltd
Sagar (M.P)		- Provided comprehensive guidance and advisory to prospective students on curriculum pathways. - Advised enrolled students on strategic exam preparation and academic planning. - Developed and implemented resource utilization strategies to maximize learning outcomes. - Enhanced student engagement and retention rates through targeted initiatives. - Monitored and analyzed student progress data to identify areas for improvement. - Provided targeted recommendations for academic improvement based on performance analysis. - Maintained regular and supportive communication with students throughout their learning journey.

TECHNICAL SKILLS

MS Suite	Axure	Balsamiq	MS Visio	Draw.io	SQL	JIRA	Power BI	Tableau	Scrum	UAT
UML diagrams	UI/UX wireframes	Kanban	CRM							

CORE COMPETENCES

Problem Solving	Wireframing	Documentation	UAT Testing	Requirements Gathering	Elicitation
Solution Evaluation	Strategy Analysis	Design definition	Project Management		

EDUCATION

08/2018 - 06/2022	●	Bachelor of Technology in Agricultural Engineering SVN University Sagar
Sagar (M.P)		

LANGUAGES

English	Proficient	Hindi	Proficient