

TARUNI ATODARIYA

Business & Data Analyst

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SUMMARY

Business & Data Analyst with **4+ years** of experience driving data-informed decisions and process improvements across finance, operations, and technology sectors. Skilled in eliciting and documenting requirements (BRDs, FRDs, User Stories), leading UAT, and managing stakeholder relationships, while also building end-to-end ETL pipelines, automated reporting workflows, and executive-facing dashboards. Proficient in SQL, Python, Power BI, Tableau, and Looker Studio - with a strong track record of translating complex datasets and business needs into clear, actionable insights for non-technical audiences.

PROFESSIONAL EXPERIENCE

Business & Data Analyst | Super 8

Feb 2026 – Present

- Gathered KPI requirements from senior management and engineered end-to-end ETL pipelines in Python to extract, clean, and standardize guest and transaction records - achieving 99%+ data consistency and uncovering \$50K in billing errors through structured reconciliation analysis.
- Built Power BI dashboards tracking revenue, occupancy, and operational KPIs - reducing reporting turnaround by 40%; led stakeholder reviews to validate dashboard outputs against business acceptance criteria and automated workflows via Python and Power Automate.
- Conducted seasonal demand forecasting and competitor benchmarking using statistical models to identify high-value customer segments, surface revenue leakage patterns, and deliver prioritized recommendations to senior leadership.

Business & Data Analyst Intern | Springer Capital

Mar 2025 – Jun 2025

- Documented functional requirements and process flows for cross-department data pipelines; implemented integrations using Python, Power Automate, and REST APIs to extract and standardize HubSpot and Salesforce data - improving accuracy by 55% and reporting accessibility by 65% across four departments.
- Authored technical specifications for scalable RESTful API services built in Python and Django to automate CRM data extraction, eliminating manual processing effort by 60% and resolving version conflicts caused by teams pulling inconsistent data independently.
- Facilitated stakeholder sign-off for interactive Power BI dashboards delivering real-time KPI insights on workforce engagement and departmental effectiveness to senior leadership - reducing manual reporting effort by 65%.
- Conducted gap analysis on engineering workflows covering Flask, Django, Docker, and CI/CD pipelines; documented standardized practices to ensure automated reporting remained operational post-internship.

Business & Data Analyst | Infinite Computer Solutions

Jun 2022 – May 2024

- Designed and maintained ETL pipelines using Alteryx, Azure Data Factory, Talend, and Azure Synapse; delivered Tableau and Looker Studio dashboards to business stakeholders. Performed A/B testing, anomaly detection, and trend analysis to improve campaign targeting; built forecasting and predictive models in R to support business planning.
- Authored BRDs, FRDs, and User Stories to align analytics deliverables with stakeholder needs; led UAT sessions across Agile and Waterfall project lifecycles to ensure on-time acceptance and delivery.

Reporting Analyst | Allsec Technologies

Feb 2018 – Jan 2020

- Elicited reporting requirements from operations leadership and translated them into automated ETL workflows using SSIS, SQL Server, and BigQuery for cross-platform data migration and high-performance reporting infrastructure.
- Developed Qlik Sense and Excel dashboards using optimized SQL and advanced analytics (SPC, clustering) to surface operational anomalies; facilitated stakeholder reviews to align dashboard design with business priorities.

Data Analyst Intern | 3i Infotech

Feb 2017 – Jan 2018

- Built automated Excel dashboards using Power Query and Pivot Tables for daily finance and operations reporting; supported requirements analysis and data validation for Oracle and MS SQL Server integrations, and performed descriptive analysis and anomaly detection in Python - improving data accuracy and reducing manual reporting effort.

SKILLS & TOOLS

BA & Delivery: Requirements Gathering · BRD / FRD · User Stories · UAT · Gap Analysis · Process Mapping · Agile / Scrum · Waterfall · Stakeholder Management

Analytics & BI: SQL · Python (Pandas, NumPy, Matplotlib, Seaborn) · R · Power BI · Tableau · Looker Studio · Qlik Sense · Grafana

Data Engineering: ETL Pipelines · Azure Data Factory · SSIS · Alteryx · Talend · Power Automate · REST APIs · BigQuery

Databases & Cloud: MS SQL Server · Azure Synapse · Salesforce · HubSpot · Palantir Foundry · GCS

Analysis Methods: A/B Testing · Forecasting · Statistical Modelling · Regression · Anomaly Detection · KPI Dashboard Design · Data Wrangling · Root Cause Analysis

KEY PROJECTS

HubSpot CRM Data Quality & Growth Analytics · Python · REST API · Pandas · BigQuery · GCS · Grafana
Defined business requirements and success metrics for an automated CRM data quality initiative; engineered a pipeline to extract, standardize, and normalize 75,000+ records - improving data reliability by 40% and cutting reporting turnaround by 50% via a real-time Grafana quality dashboard. Facilitated stakeholder validation sessions to confirm outputs met acceptance criteria.

University Dashboard · Python · Shiny App · Matplotlib · Pandas · OpenAI API
Developed an interactive student analytics dashboard using Python and Shiny to visualize demographic and academic metrics, enabling realtime filtering by GPA, credits, majors, and advisor assignments. Integrated OpenAI APIs to auto-generate student performance summaries, reducing manual reporting effort by 65% and supporting data-informed student success monitoring.

EDUCATION

M.S. in Business Analytics University of the Pacific	Aug 2024 – Dec 2025
B.E. in Electronics & Communication Engineering	Jun 2014 – May 2017