

Rohit Vidyasagar Tiwari

Business Analyst | Data & Operations Specialist | MIS & Reporting

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Professional Summary

Business Analytics graduate with 2+ years of freelance experience in business operations, data reporting, and client management. Proficient in SQL, Power BI, Advanced Excel (Pivot Tables, Power Query, Automation), KPI dashboard creation, and business requirement gathering. Delivered operational dashboards, analytics reports, and digital solutions for 40+ clients across e-commerce, healthcare, real estate, hospitality, and services industries. Google Analytics Certified (2026). Strong academic foundation in Financial Analytics, Marketing Analytics, Machine Learning, and Business Statistics. Seeking Business Analyst, MIS Executive, or Operations Analyst roles at startups or growth-focused companies. Open to remote, contract, full-time, and international opportunities.

Experience

Business & Operations Analyst, *Self-Employed (Remote)*

Aug 2023 – Present

- Delivered data reporting, analytics dashboards, and operational solutions for 40+ clients across 10+ industries
- Built KPI dashboards in Excel and Power BI reducing manual reporting time by 40% through automation and structured layouts
- Gathered and documented business requirements from clients translating them into actionable project briefs and deliverables
- Monitored 10+ KPIs per client including traffic, conversions, bounce rates, and operational efficiency metrics
- Analyzed GA4 and Search Console data to identify performance gaps and deliver measurable optimization recommendations
- Created standardized reporting templates improving documentation consistency across multiple concurrent client engagements
- Managed CRM workflows and project communication for 5+ concurrent client accounts with 100% on-time delivery rate
- Translated raw operational data into structured visual reports supporting faster client decision-making
- Applied SQL for data querying and Excel Power Query for data cleaning, transformation, and automation tasks
- Supported strategic planning by identifying trends, bottlenecks, and growth opportunities from operational and digital data

Business Operations Assistant, *Family Business*

2017 – 2020

- Managed daily business operations including billing, invoicing, and financial recordkeeping across 3 years
- Coordinated logistics, delivery scheduling, and customer handling reducing operational delays
- Maintained accurate financial and operational records improving audit readiness and data accuracy
- Supported management decision-making through organized reporting, documentation, and data tracking

Education

Bachelor of Business Administration (BBA) – Business Analytics & Management, *University of Mumbai*

Aug 2023 – Apr 2026

Relevant Coursework: SQL, Advanced Excel, Power BI, Python Programming, R Programming, Business Statistics, Financial Analytics, Marketing Analytics, HR Analytics, Machine Learning & AI, Digital Marketing, Project Management, MIS, Business Research Methods, Strategic Management

Skills

Data & Analytics

- SQL
- Advanced Excel (Pivot Tables, VLOOKUP, Power Query, Automation, Charts)
- Power BI (Dashboard Creation, DAX Basics)
- Google Analytics 4 (GA4) — Google Certified 2026
- Google Search Console
- Data Analysis & Interpretation
- KPI Dashboard Creation
- Data Visualization
- Business Statistics
- Financial Analytics
- Marketing Analytics
- HR Analytics
- Python (Basic)
- R Programming (Basic)

Business & Operations

- Business Analysis
- Requirement Gathering
- Process Improvement
- Stakeholder Management
- Operational Reporting
- MIS Reporting
- Project Management
- CRM Management
- Business Research Methods
- Strategic Management
- Agile Basics
- Documentation & Workflow Design

Projects

Business Performance KPI Dashboard — Excel & Power BI

<https://financeos-expensetracker.netlify.app/> 





- Built interactive multi-tab KPI dashboards tracking 10+ operational and business performance metrics per client
- Automated monthly reporting reducing manual data entry time by 40% through structured Excel formulas and Power BI
- Visualized revenue trends, engagement KPIs, and efficiency metrics enabling faster management decision-making
- Delivered dashboard documentation and training ensuring independent client use post-handover

Multi-Industry Client Operations & Delivery Management

<https://heyshopper.in/> , <https://nooro-us.com/> , <https://kirameejewel.com/> ,
<https://navyacraft.com/> , <https://lizu.in/> , <https://vensaa.com/> 

- Managed end-to-end delivery for 40+ client projects across e-commerce, retail, healthcare, and services sectors
- Gathered business requirements and translated them into functional digital deliverables for each client
- Tracked milestones, communication, and timelines achieving 100% on-time project completion rate
- Created documentation and workflow templates reducing client onboarding time by 30%

Web Analytics & SEO Performance Reporting (GA4 Certified)

<https://corporate-company-demo.netlify.app/> , <https://digital-influencer-demo.netlify.app/> ,
<https://leads-generation-demo.netlify.app/> , <https://personal-brand-demo.netlify.app/> 

- Monitored website traffic, search visibility, and user engagement across 10+ client websites using GA4 and Search Console

- Generated structured monthly KPI reports with clear summaries and actionable optimization recommendations
- Identified 3–5 high-impact opportunities per client per month through data trend analysis and competitor benchmarking
- Tracked organic impressions, CTR, bounce rates, and conversions driving measurable performance improvements for clients

SQL & Excel Data Analysis Projects

<https://rohit-tiwari-portfolio.netlify.app> 

- Performed data querying and analysis using SQL to extract business insights from structured datasets
- Built Excel automation models using Power Query and formulas reducing manual processing time significantly
- Created data visualization reports using Power BI and Excel charts for business performance monitoring
- Applied analytical techniques from coursework in Financial Analytics, Marketing Analytics, and Business Statistics to real-world data problems

Certifications

Google Analytics Certification

Google Skillshop (2026) | ID: 184635579 | Valid: June 2026 – June 2027

Data Analytics Simulation

Deloitte (Forage)

Business Operations Simulation

PwC (Forage)

Corporate Simulation

Tata (Forage)

Languages

- English
- Hindi
- Marathi