

KARAN SETHI

Business Analyst

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Professional Summary

Accomplished Business Analyst with 6 years of experience specializing in driving business growth, process optimization, and delivering data-driven insights to inform strategic decisions. Skilled in requirements gathering, process improvement, data analysis, and stakeholder engagement. Experienced in utilizing automation to streamline operations and maximize revenue. Committed to continuous learning and leveraging emerging tools and technologies to improve business outcomes and enhance operational efficiency

Professional Experience

Business Analyst

06/2022 to Current

Swiggy – Bengaluru, India (Remote)

- Owned the supply charter and successfully introduced innovative initiatives, including Deal of the Day, Happy Hours, Freebies and Coupons for restaurant partners, resulting in a **12%** revenue growth for their businesses.
- Identified critical revenue leakage areas and implemented an optimized renewals tracking process driving a **7%** improvement in renewal rates.
- Developed an offer scraper tool to compare platform offers with competitors, improving competition parity by **16%** and increasing new outlet acquisitions by **7%**.
- Designed and implemented a dynamic pricing system for GIRF optimizing real-time demand and contributing to a **28%** increase in revenue.
- Developed high-quality documentation to support training efforts, helping employees fully understand new systems and procedures.
- Conducted A/B testing and clustering analysis experiments to drive business improvements and enhance operational efficiency.
- Developed financial models and forecasts to support strategic planning and investment decisions.
- Double Payments Gateway: Conceived and designed double PG system for payments to improve payment success rates by **22%**.
- Automated the daily revenue dashboard, integrating key business metrics into a single accessible platform for improved reporting.
- Created and managed Weekly and Monthly Business Reviews (WBR & MBR) to track and analyze key growth metrics, driving performance improvements.

Business Analyst

09/2019 to 06/2022

Times Internet – Noida, India

- Developed and implemented automated data collection processes from various sources, including APIs and databases, to streamline data access and integration.
- Designed and deployed automated scripts and workflows to clean and transform raw data, reducing manual effort by 60%.
- Created and implemented web scraping tools to extract data from websites and online sources, improving efficiency and accuracy.
- Designed automated alert systems to monitor key operational metrics, including renewals, churn, transaction drops, fraud detection, and business performance.

- Led Salesforce reporting and automation initiatives, optimizing processes for better visibility and efficiency.
- Developed a comprehensive Single Sign-On (SSO) dashboard using Google Data Studio, enabling the sales team to seamlessly access and review their entire portfolio in a unified platform.
- Automated weekly and monthly achievement reports to sales POCs via WhatsApp and email notifications.
- Developed and deployed a web scraping tool that significantly reduced manual effort by enabling data extraction with a single click.
- Automated Salesforce reports and bulk email distribution to partners, enhancing operational efficiency.
- Leveraged Google App Scripts and Python to automate various business processes, increasing productivity.
- Implemented automated renewal reminders for sales POCs through WhatsApp and email notifications.
- Developed a WhatsApp chatbot for sales POCs to access pitch/process documents and other key information quickly.
- Created a CRM-like tool for sales POCs to track the progress and status of assigned leads, improving lead management.

MIS Executive05/2017 to 03/2019

Just Dial Limited – Noida, India

- Analyzed data to identify trends, patterns, and insights, supporting informed decision-making across the organization.
- Created and presented reports and dashboards, translating complex data into actionable insights for stakeholders.
- Collaborated with leadership, sales, and content teams to gather requirements, communicate findings, and provide regular updates on MIS-related activities.

Education

MCA: Computer Science01/2016 to 01/2018

IGNOU - New Delhi, India

BCA: Computer Science01/2013 to 01/2016

IGNOU - New Delhi, India

Technical Skills

Python | Looker | Google Sheets | Power BI | Snowflake | Databricks | SQL | Salesforce | Google Apps Script | Flask

Specialization

Business Intelligence | Business Analytics | Growth Strategy | Product Analytics | Data Visualization | Program Management | Data Automation | Data Modeling | Reporting | Web Scraping

Certifications

Microsoft Certified: Power BI Data Analyst Associate (PL-300)05/2025

SQL(Advanced) HackerRank09/2024