Neha Agarwal

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Summary

Business Analyst with expertise in management and digital marketing, holding a Postgraduate Degree in Business Analysis and Consulting from the University of Strathclyde. Skilled at analyzing business problems and finding solutions, using data to create positive outcomes. Strong abilities in strategic thinking, leadership, problem-solving, and clear communication.

Education

University of Strathclyde, Postgraduate degree in Business Analysis and Consulting   Sept 2022 – Nov 2023
- **Coursework:** Strategy Modelling and Management, Consulting Case Studies, Operational Research and Analysis,Managing Business Operations, Quantitative Business Analysis, Spreadsheet Modelling and Demand Forecasting,Business Analytics, Risk Analysis and Management, Business Information Systems, Social Impact Strategy.

Savitribai Phule Pune University, Bachelors of Engineering, Computer engineering   May 2018 – May 2022
- A.I.S.S.M.S. College of Engineering (GPA: 8.37/10.0)

Skills

Industry Knowledge: Business Analytics, Business Transformation, Business Case Preparation, Key Performance Indicators, Business Requirements, Business Documentation, Business Development, Market Analysis, Web Analytics, Data Analysis, Business Intelligence, Stakeholder Management, Cash Flow modelling.

Tools and Technologies: GCP,Google Analytics, ReactJS, CPP, Power BI, Flutter, SAP, Microsoft Excel, Tableau.

Experience

Business Analyst, Simul8 – Glasgow, Scotland   Jan 2023 – Feb 2023
- Researched the Opt Quest feature, identifying three key competitors and providing strategic insights for Simul8.
- Completed the Simul8 Academy course, delivering feedback that improved course effectiveness by 15
- Presented four innovative project ideas, with one selected and implemented as a new software feature.

Projects

Barclays UK PLC (Case Study)
- Generated a comprehensive management report for Barclays UK PLC, conducting strategic analysis using Spectre, Porter's 5 Forces, BCG Matrix, and SWOT, resulting in actionable PESTEL recommendations that addressed key strategic challenges.

Data Analysis for Credit Risk Decision-Making (Case Study)
- Guided decision-makers on using data analysis for robust credit risk management, recommending enhanced data governance, analytics capabilities, and anomaly detection to improve credit risk evaluation and prevent fraud.

Digital Transformation for World Health Organization (Case Study)
- Led the transition to an open-source program office (OSPO) at WHO's Go-Data team, using agile methodology and KANO model for effective stakeholder and requirement analysis.

Achievements and Extra curricular

General Secretary of Computer Department - AISSMS College of Engineering, Pune, India.
Space Warrior - Under 25, Bangalore India.
Campus Ambassador - Girl Script Summer of Code, India.
Quizomania event head - Held a technical quiz event in my first year with more than 70 participants.
VIT Animal Rescue team - Helped animals get adopted and took care of their medical requirements.