

ADITYA PRATAP YADAV

Graduate Business Analyst

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Business analytics postgraduate with a computer science background, combining requirements elicitation and stakeholder engagement with hands-on SQL, Python and Tableau delivery. Recently delivered a live client consultancy project for the University of Birmingham Library, alongside eleven months in a data-led marketing role where campaign and lead-quality reporting informed budget decisions. Seeking a graduate Business Analyst role.

KEY SKILLS

Business Analysis	Requirements gathering and elicitation, stakeholder management, process mapping, gap analysis, user stories and acceptance criteria, user acceptance testing, requirements documentation, data-driven decision making
Data and Analytics	SQL, Python, R, statistical modelling, predictive analytics, forecasting, data cleaning and validation, data modelling, KPI definition
Reporting and Delivery	Tableau, Microsoft Power BI, Microsoft Excel, Google Analytics, dashboard design, executive reporting, Agile delivery, client workshops, handover documentation

ANALYTICS AND CONSULTANCY PROJECTS

Business Analytics Consultant — Capstone Client Project

Jun 2026 – Sep 2026

Research Skills Team, Libraries and Learning Resources, University of Birmingham

- Ran a five-person consultancy engagement for a live institutional client, converting an open-ended brief into three prioritised workstreams: workshop performance, a maintainable reporting asset and engagement gap analysis.
- Elicited and documented requirements across client and supervisor meetings, agreeing reporting measures from scratch where no KPIs existed, and managing scope when the remit extended from descriptive to predictive.
- Cleaned and merged 1,878 records spanning 2023 to 2026 in Python, resolving 94 inconsistent title variants, missing attendance figures and out-of-range dates.
- Built six Tableau dashboards plus exponential smoothing forecasts, handed over as a plug-and-play asset with a documented data pipeline, and co-presented findings to the client.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive, Real Prosperity Pvt. Ltd.

Oct 2024 – Aug 2025

Gautam Buddha Nagar, India

- Owned monthly Tableau reporting on lead generation spend, campaign return on investment and channel effectiveness, presenting the analysis to inform budget allocation.
- Defined lead qualification criteria with sales and marketing covering budget, location and property type, so only requirement-matched prospects progressed downstream.

- Analysed Google Ads performance against cost-per-lead and conversion metrics, and tracked digital engagement through to booked site visits.

Web Developer Intern, Refenia Tech Pvt. Ltd.

Apr 2024 – Jul 2024

Noida, India

- Gathered functional requirements from internal stakeholders and translated them into development tasks, wireframes and acceptance criteria.
- Built and maintained responsive front-end features in HTML, CSS and JavaScript to sprint deadlines within a small delivery team.
- Tested releases against agreed requirements, logged defects and supported user acceptance testing ahead of deployment.

EDUCATION

MSc Business Analytics, University of Birmingham

Sep 2025 – Sep 2026

Statistical modelling, predictive analytics, business intelligence and data-driven decision making, assessed through a client-facing group capstone.

BTech Computer Science and Engineering, Vellore Institute of Technology

Sep 2020 – Sep 2024

CERTIFICATIONS

DataCamp	Intermediate SQL; Data Manipulation in SQL; Intermediate Python; Analyzing Data in Tableau; Introduction to Power BI; Introduction to Statistics
LinkedIn Learning	Business Analysis Foundations; Business Analysis: Essential Tools and Techniques; Strategic Business Analysis Essentials