

SAHIL SAHANE

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Business Analyst LinkedIn: [linkedin.com/in/sahil-sahane-083518206](https://www.linkedin.com/in/sahil-sahane-083518206) | Portfolio: portfolio.sahilsahane.co.in | Mumbai, India

PROFESSIONAL SUMMARY

Business Analyst with 2+ years of experience translating business needs into data-driven solutions across e-commerce and FMCG. Proficient in SQL, Python, Power BI, and Agile. Skilled in BRD creation, stakeholder management, process improvement, demand forecasting, marketing analytics, and delivering insights that directly improve revenue and operational efficiency.

SKILLS

Business Analysis: Requirements Gathering, BRD, User Stories, Gap Analysis, Process Mapping, UAT, Stakeholder Management, Demand Forecasting

Marketing & Ops Analytics: Google Ads, Meta Ads, Shopify, UTM Tracking, SOV, Category Analytics, RTO Analysis, Campaign ROI, ROAS, TACoS

Data & Tools: SQL, Python, Power BI, DAX, Excel, AWS Redshift, JIRA, Agile, Scrum

WORK EXPERIENCE

Lead Data Analyst – Anveshan

Gurgaon, India | *January 2025 – Present*

- Automated daily P&L reporting and built 10+ Power BI dashboards covering sales, ads, SOV, and category-level analytics across Blinkit, Zepto, Amazon, and Flipkart – saving 3 hrs of manual work daily and contributing to 2x revenue growth in under a year.
- Analysed Google Ads and Meta Ads performance across 20+ campaigns with full Shopify UTM and 25+ event tracking, enabling data-driven optimisation that reduced ad spend by 20% while growing sales.
- Built demand forecasting models achieving 80–85% accuracy and tracked RTO trends across 700+ daily orders, reducing return rates by 2–3% monthly even during peak sales periods.
- Automated reporting pipelines using Python and SQL, saving each team member ~2 hrs of daily analytics work and reducing revenue leakage by 31%.
- Led requirements gathering, BRD documentation, and UAT for PO Allocation System (700+ daily orders) and AI Chatbot fine-tuned on 25,000+ queries using Qwen 3B LLM.

Business Analyst – OM Industries

Nashik, India | *January 2024 – December 2024*

- Conducted gap analysis and process mapping for production workflows, reducing machine downtime by 12% and improving planning accuracy to 84%.
- Automated reporting workflows using Python and SQL, cutting turnaround time from hours to 30 minutes.

BI Analyst Intern – K J Somaiya Institute

Mumbai, India | *June 2022 – August 2022*

- Validated 100K+ records and built KPI dashboards for 5+ departments, reducing manual reporting time by 30%.

PROJECTS

WhatsApp KPI Alert System | [Demo](#)

Python, FastAPI, Playwright, AWS Redshift

- Built automated pipeline querying AWS Redshift for 6 KPIs, rendering branded dashboards and delivering them to WhatsApp groups daily – eliminating manual reporting entirely via FastAPI backend and Task Scheduler.

AI-Powered SRT Subtitle Generator | [Demo](#)

Python, OpenAI Whisper, NLP

- Built AI subtitle tool using OpenAI Whisper; 90–95% accuracy with punctuation for English, Hindi, and Hinglish, processing 5-minute videos in 30–40 seconds. Packaged as standalone .exe with GUI.

AI Chatbot | PO Allocation System | Anveshan

Qwen 3B, LLM Fine-tuning, Python, SQL

- Led requirements and UAT for chatbot fine-tuned on 25,000+ queries; documented BRD and test cases for PO allocation system processing 700+ daily orders across 6 fulfillment phases.

EDUCATION

B.Tech in Computer Engineering – K J Somaiya Institute of Technology

Mumbai, India | *May 2024* | CGPA: 8.57/10.0 –

Honours in Blockchain

CERTIFICATIONS

Google Project Management Professional Certificate (2025) | IBM Data Science Professional Certificate (2025) | Master in Data Science and Analytics – ITVEDANT (2025)