

KSHITIJ SHREY

Business Analyst & Product Manager

+91-9328819940 | kshitij.shrey@gmail.com | [LinkedIn - Kshitij Shrey](#)

SUMMARY

Business Analyst & Product Owner with 2.5+ years of experience in consulting and enterprise delivery. Experienced in stakeholder management, product ownership, and cross-functional project leadership across the financial services, supply chain, and enterprise transformation segments. Experienced in using SQL, Power BI, and automation with first-hand experience of employing AI/GenAI in reducing manual effort and achieving velocity in delivery cycles. Experienced in achieving tangible business impact through the optimization of workflow, optimization of decision making, and creation of data-driven strategies.

EXPERIENCE

- Business Analyst @ Synoptek** Feb 2023 – Present
Product Ownership, Data-Driven Analysis Ahmedabad, Gujarat
 - Led stakeholder communication and cross-functional coordination across financial services, supply chain, and enterprise transformation projects.
 - Translated business needs into structured user stories and managed product backlogs, accelerating delivery and improving alignment.
 - Designed SQL- and Power BI-driven dashboards that enhanced compliance visibility and KPI tracking, reducing reporting turnaround by 40%.
 - Developed and optimized SQL queries, joins, and stored procedures to drive compliance reporting and visualization in MarTech resulting in a 30% performance improvement.
- Data Analyst Trainee @ Brainnest** Aug 2022 – Nov 2022
Apprenticeship under Prof. Renato Pavlekovic Bremen, Germany
 - Performed industry-scale data analysis ensuring accuracy and generating insights for DAX-40 clients.
 - Applied analytics on live real-world datasets to support business decisions.

EDUCATION

- U.V. Patel College of Engineering** 2019 – 2023
B.Tech in Information Technology, CGPA: 8.56 Ahmedabad, Gujarat
 - Coursework in Business Analytics, IoT, Machine Learning, and Data Analytics.
 - Developed a smart cane for the visually impaired by integrating PyTorch-based object detection models and IoT sensors, capable of identifying 150+ objects in real-time to provide audio-haptic feedback for navigation.
 - Developed time-series forecasting models with Facebook Prophet to predict stock price trends, reaching 80% accuracy for month-over-month analysis

LEADERSHIP & INNOVATION

- Innovator, Synoptek AI Tiger Force** 2023 – Present
Driving AI Innovation Ahmedabad, India
 - Automated internal reporting and proposal drafting, reducing documentation time by 35%.
 - ‘Project Guru’ framework deployment streamlining documentation for accounts in Enterprise SharePoint.

SKILLS

Business & AI Tools: AI Automation, Enterprise Systems, Agile (Scrum, JIRA, Confluence), MS Office Suite
Data & Analytics: SQL, Python, Power BI, Excel
Development: VBA, JavaScript, HTML, CSS, Power Platform
Soft Skills: Stakeholder Communication, Product Ownership, Project Management, Consulting

CERTIFICATIONS

- Databases and SQL for Data Science (IBM)
- Business Analysis & Process Management (Coursera)
- Business Implications of AI (EIT Digital)
- Advanced Microsoft Power BI (Packt)