

PAYAL SURANA

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SUMMARY

ECBA-certified Business Analyst and data-driven professional with an MS in Information Systems and MBA. Experienced in requirements gathering, reporting, data analytics, process improvement, and user acceptance testing (UAT). Skilled in SQL, Python, Tableau, Power BI, Excel, Google Analytics (GA4), and Google Tag Manager (GTM) to transform complex data into actionable business insights. Proven ability to develop dashboards, analyze KPIs, improve processes, and support data-driven decision-making. Seeking Business Analyst or Data Analyst opportunities to drive business value through analytical problem-solving and data-driven decision-making.

SKILLS

- **Business Analysis:** Requirements Gathering, Stakeholder Collaboration, User Acceptance Testing (UAT), Functional Testing, Process Documentation, Data Validation, KPI Tracking
- **Programming & Analytics:** SQL, Python, Data cleaning and preparation, exploratory and descriptive analysis (EDA), KPI tracking & analysis, segmentation analysis, A/B testing, correlation and trend analysis
- **BI & Visualization:** Excel (pivot tables, lookups, charts), Tableau, Power BI, LucidChart, Alteryx
- **Databases & Cloud:** Google BigQuery, MySQL, MS Access, ETL/ELT, data pipelines
- **Marketing & CRM:** Google Analytics (GA4), Google Tag Manager (GTM), Google Ads, Salesforce, GMass
- **Tools:** MS Visio, Jira, Canva
- **Certifications:** Entry Certificate in Business Analysis (ECBA) - IIBA, AWS Certified Cloud Practitioner (CLF-C02), Google Analytics Certification

WORK EXPERIENCE

Yiddishland California (YAAANA)

Dec 2025 - Present

Business Analyst

- Analyzed financial data (revenue, expenses, net assets) to identify trends and support budgeting and planning decisions.
- Built and maintained interactive Tableau dashboards to track financial and program performance across multiple initiatives.
- Supported nonprofit tax filing preparation by organizing financial records, reviewing transaction data, and assisting with financial analysis and reporting.
- Gathered stakeholder reporting requirements, defined data requirements, and improved data collection processes to enhance reporting accuracy and business decision-making.
- Delivered ad-hoc analyses on donor activity, financial performance, and engagement trends, presenting insights to non-technical stakeholders to support planning discussions and decision-making.
- Performed data extraction, cleaning, and transformation (ETL) to prepare datasets for reporting and dashboard development.
- Analyzed intern survey responses and built a Power BI dashboard summarizing participation, demographics, and feedback trends to help program teams evaluate intern engagement.

Marketing Analyst

Sep 2025 - Nov 2025

- Executed and analyzed 25+ email newsletter campaigns, building Excel and Tableau dashboards to track open rates, click-through rates, and engagement trends using GMass data.
- Conducted segmentation and A/B testing to identify high-performing content and improve engagement strategies.
- Analyzed audience behavior and campaign performance metrics to identify optimization opportunities and support marketing decisions.
- Streamlined content workflows by creating standardized Canva templates and documenting Standard Operating Procedures (SOPs) for content updates, formatting standards, and approval processes.

Delta Rising Foundation

Sep 2025 - Jan 2026

Business Analyst

- Managed and analyzed 15+ Google Ads campaigns, evaluating keyword performance, click-through rates (CTR), and conversions to refine targeting and improve marketing return on investment (ROI).
- Implemented tracking using Google Tag Manager and UTM parameters, improving campaign attribution, data accuracy, and reporting consistency across marketing channels.
- Analyzed website and campaign performance using Google Analytics to identify traffic sources, user engagement patterns, and conversion trends.
- Documented and standardized campaign setup, tracking, and reporting workflows through SOPs to improve consistency and reporting accuracy.
- Conducted UAT of website user flows, documented findings, and reported defects to improve user experience.

Research Intern

- Analyzed the geospatial data industry across the United States and Canada to identify market trends, competitive landscape, and growth opportunities.
- Developed a structured database of North American geospatial companies, organizing company profiles, use cases, and industry segments to support market analysis and business development.
- Compiled primary and secondary research into reports supporting strategic planning and market evaluation.

EDUCATION

Baruch College, City University of New York (CUNY) | MS in Information Systems, GPA: 3.83

May 2025

- **Related Courses:** System Analysis & Design, Project Management, Data Warehousing, Database Management Systems, Data Visualization, Programming Analytics

Dhruva College of Management | Master's in Business Administration (MBA), GPA: 3.54

May 2020

- **Major:** Marketing; **Minor:** Human Resource Management

ACADEMIC PROJECTS

Jan 2024 - May 2025

Principles of Database Management Systems | *The Restaurant Management Database*

- Analyzed business requirements and designed a relational database model in MySQL and MS Access to support restaurant operations and reporting needs.
- Streamlined manual processes by implementing database relationships, including inheritance, aggregation, and composition using Excel and Lucid Chart.

Data Warehousing and Analytics | *Analysis of NYC's 311 Open Data*

- Built a data warehouse on Google Cloud (BigQuery) and implemented ETL data pipelines for data cleaning, transformation, and schema design to analyze city service trends.
- Designed KPI-driven data models and visualizations using Lucid chart and Tableau to highlight actionable insights.
- Developed Tableau dashboards to analyze complaint trends by borough, time period, and service category, identifying patterns in city service requests.

Data Visualization | *The Impact of Screen Time on Adolescents and Adults*

- Analyzed 2 Kaggle datasets with Python and Tableau to study the impact of screen time on sleep, grades, and health.
- Performed data cleaning, visualization, and correlation analysis to identify behavioral and academic trends.

LEADERSHIP & EXTRA-CURRICULAR

HackDavis Hackathon | University of California, Davis | Judge

Apr 2025

- Evaluated around 10 impactful student projects focused on themes like social good, mental health, sustainability.

Hack Harvard Hackathon | Harvard University, Cambridge, MA | Judge

Sept 2024

- Evaluated 20 participants' projects with a focus on innovation, technical depth, scalability, and presentation.

Hyderabad Kanya Mandal (Jain Religious Organization) President

Jun 2017 – Jun 2021

- Managed a 150+ member team to organize community campaigns, social work drives, workshops and religious festivals.
- Participated in leading cleanliness drives under the Clean India Campaign, recognized by the **Limca Book of Records**.