

SHEFALI MAHAJAN

BUSINESS ANALYST – Business Process Improvement, Stakeholder Management, & Data Visualization

✉ analyticalshefali@gmail.com

☎ +91 89890 68680

📍 [India](#)

in [LinkedIn](#)

SKILLS

- **Programming & Scripting:** Python for data cleaning, transformation, automation, and workflow integration.
- **Database Management:** MySQL & PostgreSQL for relational modeling, query optimization, ETL operations.
- **Data Visualization:** Power BI and Tableau for dashboard development, KPI tracking, and interactive analytics.
- **Business Tools:** Jira, Confluence, Salesforce, Gainsight, and Office 365 for documentation and project tracking.
- **Methodologies:** Agile and Waterfall frameworks for sprint planning, SDLC documentation, delivery alignment.

WORK EXPERIENCE

Customer Success Operations Specialist

June 2025 – Present

iDeals

Remote (India)

- Created 10+ Gainsight dashboards, reports, and CTAs, empowering CSMs with actionable insights improving workflow tracking accuracy and enhanced visibility into client engagement metrics across global accounts.
- Designed & released 8+ internal playbooks & CTAs via Confluence bi-weekly, streamlining operational knowledge sharing, ensuring alignment across 5 teams, & standardizing Customer Success workflows to enhance delivery.
- Delivered data insights and frameworks to leadership, improving reporting and supporting strategic decisions.

Business Analyst

January 2024 – March 2025

PointClickCare

Toronto

- Gathered and documented over 100 detailed business requirements by collaborating with SMEs and engineers, ensuring complete traceability and alignment between stakeholder expectations & functional system capabilities.
- Optimized analytics-driven healthcare systems by refining reporting pipelines and data workflows, enhancing accuracy and accessibility by 20%, ensuring regulatory compliance, and improving decision-making efficiency.
- Collaborated with IT to automate reporting, streamline data access, reduce manual effort, boost analytics 15%.

Business Analyst

May 2022 – April 2023

CrelioHealth Inc. (SaaS)

India

- Served as the primary contact for pre- and post-production support, resolving technical issues and ensuring 23% higher client satisfaction through efficient root-cause identification and improved release management processes.
- Facilitated Agile workshops with 15+ users, translating business objectives into technical solutions, optimizing backlog refinement, and improving project delivery outcomes by 30% through measurable user adoption rates.
- Directed Freshworks-to-Jira migration, automating ticketing, workflows, improving tracking & satisfaction 25%.

Business Analyst

November 2021 – May 2022

Suburban Diagnostics

India

- Managed operations for 90+ healthcare clients, coordinating workflows across 27 team members, and increasing operational output efficiency by 22% through improved scheduling and advanced data monitoring practices.
- Deployed alternative EHR system solutions, integrating cross-platform systems to improve seamless patient data exchange and achieving a 30% boost in clinical data flow accuracy within laboratory and diagnostic units.
- Engineered interactive dashboards tracking patient metrics, automating visuals, boosting reporting 29% & speed.

Jr. Business Analyst (Healthcare)

January 2020 – November 2021

Lokmanya Hospitals Pvt Ltd.

India

- Executed due diligence and financial analysis to forecast quarterly growth trends, enhancing business accuracy, supporting projections, and aligning with strategic operational and financial objectives for healthcare services.
- Performed gap analysis to identify financial inefficiencies, implementing targeted process improvements & interactive dashboards that increased reporting precision by 13%, improving fiscal oversight & operational transparency.
- Implemented QR-based KIOSK self-registration, reducing patient queue times by 30% and improving results.

VOLUNTEER EXPERIENCE

IIBA

June 2024 – January 2025

Article Editor & Content Creator, Remote

- Collaborated with 10+ senior business analysts to review and enhance articles, improving engagement by 25%.
- Produced 15+ short learning videos for ECBA aspirants, boosting content interaction and completion by 30%.

PROJECT EXPERIENCE

Optimizing Operational Efficiency

Data Analyst

- Analyzed component inspection times using 5 Whys and Fishbone, improving workflow efficiency 18%.
- Developed Tableau dashboards, visualizing insights that strengthened resource utilization by 15%.

Analysis of COVID-19 Cases in Ontario

Lead Data Analyst

- Structured vaccination data in relational tables; executed SQL queries, extract insights for 10,000+ patient logs.
- Created consolidated views supporting public health decisions, improving vaccination coverage tracking by 25%.

Netflix Viewer Analytics and Prediction

Data Analyst

- Performed EDA on streaming data using Python and SQL to identify most-watched genres and user patterns.
- Developed linear regression model predicting user ratings, improving engagement trend analysis by 20%.

Hospital Management System at Mayo Clinic

Business Analyst

- Drafted HMS workflows, ERDs, DFDs, & wireframes, improving operational efficiency 22% & reducing delays.
- Conducted stakeholder analysis and requirements gathering, ensuring secure management of 10,000+ records.

Personal Finance Tracker

Python Developer

- Formulated Python finance tracker with dashboards, tracking spending and budgeting for over 1000 users.
- Enabled actionable insights for users, improving informed financial decisions and reducing budgeting errors 25%.

WhatsApp Pay in India

Business Analyst

- Conducted stakeholder mapping, enabling smooth digital payment integration for 50+ vendors and adoption.
- Designed wireframes & functional specs, improving feature usability & increasing market competitiveness 18%.

EDUCATION

Post Graduate Diploma in Business Analytics

Conestoga College, Ontario

May 2023 – December 2024

Master's in Business Administration (Finance & Healthcare)

Devi Ahilya University, India

August 2018 – July 2020

Bachelor's in Business Administration (Finance & Healthcare)

Devi Ahilya University, India

August 2015 – July 2018

CERTIFICATIONS

- CBAP (Certified Business Analysis Professional) – IIBA, Toronto Chapter
- Six Sigma Level I (Black Belt) – Six Sigma Academy Amsterdam

PUBLICATIONS

Research Scholar, Kaav Publications – Published research on “Stress management among Healthcare personnel.”