

Namit Singh

Business Analyst | Requirements • Process • Data Transformation

PRINCE2® 7 Certified | BCS Foundation Certificate in Business Analysis (in progress)

✉ namitt.singh@gmail.com | 📞 +44 7774 865494 | 📍 Manchester, UK | 🔗 LinkedIn | 🐙 GitHub | 🌐 Portfolio

Professional Summary

Business Analyst with three years across HRIS implementation, digital transformation and data migration. Runs the full requirements lifecycle: discovery workshops, As-Is/To-Be process mapping, user stories with acceptance criteria, and traceability through to UAT. Experienced on the business side of data migration, covering source-to-target mapping, data quality rules and reconciliation. Cut recurring reporting time by 35% and maintains **96% data compliance** across **550+ employee records**.

Education & Certifications

MSc Business Analytics, Warwick Business School

2023 – 2024

Taught and assessed in R throughout. Modules: Advanced Data Analysis (statistical modelling, hypothesis testing, regression), Digital Strategies & Agile Transformation, Supply Chain Analytics

BE Electronics Engineering, University of Mumbai

2019 – 2023

Modules: Advanced Database Management, Management Information Systems, Project Management

Certifications:

BCS Foundation Certificate in Business Analysis — in progress | PRINCE2 7 | Databricks Fundamentals

Core Skills

Business Analysis — Requirements elicitation, discovery workshops, stakeholder interviews, BRDs and functional specifications, non-functional requirements, user stories and acceptance criteria, As-Is/To-Be process mapping, data flow diagrams, gap analysis, root cause analysis, requirements traceability, MoSCoW prioritisation, UAT, business readiness and adoption

Data & Analytics — SQL (joins, CTEs, window functions), Python (pandas, NumPy, scikit-learn), R (statistical modelling, regression, hypothesis testing), Power BI, Tableau, data visualisation, advanced Excel (Power Query, PivotTables), exploratory data analysis, statistical and predictive modelling, segmentation, forecasting, experimental design

Data Engineering & Governance — Dimensional and 3NF data modelling, Bronze/Silver/Gold medallion architecture, ETL pipelines with scheduled validation, source-to-target mapping, data quality rules, duplicate identification, source of truth and data ownership, data lineage, migration reconciliation, UK GDPR and Data Protection Act 2018

Delivery — Agile (Scrum, Kanban), SDLC, JIRA, Trello, backlog management, sprint planning, PRINCE2 7 governance, hybrid delivery, defect management

Experience

People & Culture Data Analyst, Primark

Sep 2025 – Present

Business analysis and data across the myP&C HRIS rollout — retail, 550+ employee population

- Elicited business, process and reporting requirements from HR stakeholders, Store Managers and People & Culture Business Partners, clarifying what decisions each request supported rather than building what was first asked for.
- Analysed the existing reporting process end to end and replaced manual spreadsheet preparation with standardised reporting, **reducing recurring reporting time by 35%**.
- Built and maintain the validation and audit controls across the employee record set — covering required-field completion, format consistency and record currency — maintaining **96% data compliance** and investigating exceptions at source rather than correcting them downstream.
- Supported delivery through the rollout, coordinating requirements, reporting and data-quality activity across the programme.
- Delivered training to **20 line managers**, supporting business readiness, user adoption and improved understanding of data and process requirements.
- Produced reporting packs on headcount, absence and turnover with written commentary translating workforce data into recommendations for stakeholders.

PMO Business Analyst, Pratapvasini

Sep 2024 – Aug 2025

Remote role delivered from the UK. Business analysis and data workstream on a digitisation and migration programme — hospitality business integrating with an international hotel brand, working alongside Data SMEs who performed the technical migration.

- Facilitated stakeholder workshops and one-to-one interviews across multiple workstreams to document the As-Is state, covering process steps, decision points, information flows, dependencies and pain points.
- Analysed a fragmented legacy information landscape spanning physical registers, paper forms, identification documents, invoices, operational, logistics and staff records, and defined the To-Be digital process and data requirements.
- Produced source-to-target data mapping with business definitions, transformation rules, mandatory and optional fields, validation rules and data ownership, working with Data SMEs to confirm that fields matching technically also matched in business meaning.
- Established data quality rules across completeness, accuracy, consistency, uniqueness and validity, including agreed rules for identifying duplicates and handling incomplete records.
- Determined source-of-truth and data ownership where the same information existed across multiple conflicting sources, and documented data lineage and downstream reporting dependencies.
- Translated business needs into user stories, acceptance criteria and functional documentation, and maintained requirements traceability from business need through to delivery, testing and UAT.
- Prepared UAT test scenarios covering valid, exception and migrated-record cases, logged defects, coordinated resolution with Data SMEs and retested to closure.
- Reconciled migrated record populations against source, investigating and explaining variances rather than simply matching totals.

- Managed Agile delivery in JIRA, maintaining sprint boards, backlog items, dependencies and progress reporting across parallel workstreams.

Retail Operations Supervisor, Poundland

Dec 2023 – Jul 2025

Part-time, alongside postgraduate study and remote analyst work

- Supervised day-to-day store operations, coordinating colleagues, task allocation and workflow in a fast-paced retail environment.
- Supported the rollout of the Poundland Rewards app, coordinating store readiness, colleague communication and customer adoption during launch.
- Provided operational support to management teams across nearby stores, investigating issues, implementing operational changes and sharing best practice.
- Analysed store performance, customer activity and stock availability to identify issues and support management decision-making.
- Managed staff scheduling and resource allocation against trading patterns and peak periods, balancing customer demand with workforce capacity.

Project Data Analyst, MyCaptain

Jun 2022 – Aug 2023

EdTech — multi-project Agile delivery

- Facilitated stakeholder discussions and workshops to clarify project and reporting requirements and align business, project and technical stakeholders.
- Oversaw sprint tracking, backlog items, timelines and dependencies across multiple Agile projects in JIRA, providing structured delivery visibility.
- Built and maintained programme KPI dashboards covering delivery progress, backlog, milestones and project health to support management decision-making.
- Validated delivery data and identified inconsistencies in how teams applied status definitions — some marking work complete at ticket level, others only at feature release — which made cross-project comparison unreliable until definitions were agreed with stakeholders.
- Translated stakeholder questions into reporting requirements and designed separate executive and project-level views, because the same underlying data supported different decisions at different levels.

Personal Projects

Customer Shopping Behaviour Analytics | Python, SQL Server, Tableau | [Repo](#)

- Cleaned and feature-engineered a **3,900-row** retail dataset (**\$233K revenue**) in Python/pandas, then answered **15 business questions** in SQL Server across revenue drivers, product performance, customer segmentation and purchasing behaviour, using CTEs, window functions and conditional aggregation.
- Built **five Tableau dashboards** across 17 worksheets and produced a written report and stakeholder presentation translating findings into customer and product recommendations.

SQL Data Warehouse & Analytics | SQL Server | [Repo](#)

- Designed a SQL Server data warehouse using Bronze/Silver/Gold layers, integrating ERP and CRM sources into a dimensional model.
- Built a **17-script** Gold-layer analytics suite covering RFM segmentation (NTILE), retention and repeat purchase, month-over-month growth (LAG) and basket affinity, with reporting views built for Power BI and Tableau consumption.

End-to-End E-Commerce Data Pipeline | R, SQLite, GitHub Actions, Quarto | [Repo](#)

- Designed a normalised (3NF) relational schema and built an automated ETL pipeline with scheduled ingestion, validation and referential-integrity checks running every six hours via GitHub Actions.
- Analysed customer and product behaviour across **7,684 products** sold in R, producing a reproducible Quarto report.

Virtual Experience Programmes

Structured industry simulation programmes

Data Analytics — Quantum

- Built a reusable control-store selection function benchmarking 260+ stores on Pearson correlation and a scaled distance metric, matching test and control on pre-period behaviour, then measured trial impact with t-tests against scaled baselines, establishing a significant +12–26% uplift driven by customer acquisition rather than higher spend.
- Segmented \$1.8M in annual sales across 21 customer segments and translated the findings into pricing and pack-size recommendations.

Digital Transformation — Boston Consulting Group

- Modelled revenue, gross profit and profit per transaction across a 3,300-transaction dataset with sensitivities for national scale-up, recommending against the headline pilot (+30% revenue) after finding it volume-driven and margin-dilutive.
- Identified that neither pilot ran a concurrent control group, so reported gains could not be separated from week-on-week variation, and specified the data capture and holdout design required before the benefit could be evidenced.

Data Visualisation — Tata Consultancy Services

- Cleaned and validated a **540,000+** row transaction dataset, defining data-quality rules to remove invalid quantities and pricing errors for audit-traceable executive reporting.
- Designed 4 executive-facing visualisations (time-series, dual-axis, ranked bar, treemap) surfacing seasonal revenue patterns, top international markets and customer revenue concentration.
- Delivered stakeholder presentation translating findings into a data-backed expansion recommendation across five priority markets.

Quantitative Research — JP Morgan & Chase

- Built a natural gas price estimation model in Python (pandas, NumPy), decomposing **4 years** of price data into trend and seasonal components for on-demand lookups and **12-month** extrapolation; validated by exactly reproducing all 48 historical data points.
- Trained and compared logistic regression, gradient boosting and random forest models to predict default probability on a **10,000-loan portfolio**, selecting logistic regression for interpretability; achieved **AUC 0.9998** and reconciled modelled expected loss to within 0.01