

Abhishek Bhuniya

Business Analyst

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SUMMARY

Business Analyst with 2+ years across strategy, research, and operations in lean, high-ownership environments, working directly with leadership on competitive intelligence, GTM strategy, and structured problem-solving.

EDUCATION

B. Tech (Mechanical Engineering)
Delhi Technological University
Aug 2019 – May 2023 | New Delhi
CGPA: 8.56

PROFESSIONAL EXPERIENCE

Business Analyst

Apr 2025 – Present | Gurugram

Empire Analytics

- Built competitive intelligence reports and target account databases from scratch to directly support **leadership's GTM decisions**.
- Owned end-to-end development of **50+ strategic proposals**, synthesizing technical inputs for senior stakeholder communication.
- Designed and executed a content strategy across LinkedIn and Substack, driving a **15% increase in brand visibility**.
- Managed full content pipeline and publication cadence across platforms, strengthening firm's **digital presence**.

Research Analyst

Jul 2023 – Apr 2025 | New Delhi

Avasant Advisory Limited

Project: IT Service Provider AI Strategy Formulation

- Led **20+ stakeholder interviews** to identify key expectations and challenges in key processes.
- Benchmarked **20 service providers** based on their services and capabilities offered to enterprises.
- Identified **three key market trends** through comprehensive analysis of **data management and analytics value chain**, enabling strategic decision-making for enterprise engagements.
- Recommended a **strategic roadmap** to boost potential **revenue from data and AI services by 8%**.
- Proposed a **new line of business for AI and Gen AI implementations** based on enterprise demand.

Project: Sustainability Benchmarking and Reporting

- Leveraged **Capability Maturity Model** to evaluate current service provider sustainability practices.
- Designed a **benchmarking framework** to rank **40+ BPO and IT service providers** on sustainability disclosures.
- Analyzed the service providers based on their compliance with **GRI, TCFD, and SASB reporting frameworks**.
- Identified **five key reporting lapses** that could negatively impact client reputation among stakeholders.
- Proposed a **13% carbon footprint reduction in two years** via **HVAC and energy management systems**.

INTERNSHIPS

Research Intern

May 2022 – Jul 2022 | Ahmedabad

Indian Institute of Management, Ahmedabad

- Compiled employee data such as role, age, education, and sex of **NSE200 top management** into a database.
- Utilized **web scraping and Python-based PDF data extraction** to compile data for **2,500+ top executives**.
- Leveraged data analytics tools such as **Tableau, Python, and Excel** to derive relevant insights.
- Reviewed **15+ existing research papers on the gender pay gap** to support ongoing research efforts.
- Collaborated on **drafting the research paper** and supported over **100 sourcing and bibliography activities**.

Journalism Intern

Dec 2021 – Feb 2022 | New Delhi

Media India Group

- Spearheaded research on **30+ topics** such as **Zee–Sony Merger, Hijab Row, Homelessness in Delhi**, and other contemporary social issues.
- Authored **20+ journalistic articles** on the above topics and published them on the **official website and magazine**.
- Wrote articles on topics like **Cheddar** and **Songkran** for **India Outbound**, Media India Group's travel magazine.
- Interviewed influential personalities such as **Dr Kiran Bedi, Kavitha Kuruganti, and Sindhu B Rupesh**.
- Managed and posted **80+ updates** across official social media handles of **Twitter, Facebook, and Instagram**.

Social Media Marketing Intern

Jun 2021 – Jul 2021

Career Domain

- Created **10+ strategies and budgets** for various social media campaigns on **LinkedIn, Instagram, and Facebook**.
- **Single-handedly managed** the company's official Facebook handle, increasing **content engagement by 30%**.
- Led a **Facebook marketing team of 20+ interns**, resulting in a **150% increase in engagement** for **Career Talks**.

PUBLICATIONS

Why Implants are Susceptible Towards Failure?: An Overview

- Led the team researching various **failure mechanisms** of different **prostheses**.
- Paper **recommended for publishing** in **Lecture Notes in Mechanical Engineering, Springer (Scopus Indexed)** by ICAPIE

SKILLS

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|--------------------------|----------------------|
| • Benchmarking | • Python |
| • Tableau | • Data Analytics |
| • Leadership | • Project Management |
| • Stakeholder Management | • Strategic Planning |