

Abhishek Choudhary

Business Analytics & Strategy Candidate

Southampton, United Kingdom | abhishekin2005@gmail.com | [LinkedIn](#) | [Analytics portfolio](#)

PROFESSIONAL PROFILE

Final-year BSc Business Management student at the University of Southampton with high 2:1 performance in Years 1 and 2 and experience spanning business strategy, tender coordination, operational reporting and stakeholder governance. Builds decision-ready analysis in SQL, Python, SQLite and Excel, with portfolio work across margin, churn, forecasting, customer insight and marketing ROI. Combines analytical discipline with concise executive writing and practical leadership.

ANALYTICAL & BUSINESS CAPABILITY

Analytics: SQL (joins, CTEs, window functions) · Python (pandas, scikit-learn) · SQLite · Excel · data quality · KPI design

Business analysis: requirements · process mapping · stakeholder analysis · option appraisal · market and competitor research

Communication: dashboard design · management reporting · business writing · presentations · cross-functional coordination

EXPERIENCE

Business Strategy Analyst | SRS Dynamic India Pvt. Ltd. | Sep 2025 – Present | *Remote*

- Structure business, market and operational information into reports that support management planning across an infrastructure and EPC context.
- Assist with tender coordination, competitor research, KPI analysis, process review and decision documentation for senior stakeholders.

Core Management Support / Intern | SRS Dynamic India Pvt. Ltd. | Nov 2021 – Sep 2025 | *Indore / Remote*

- Progressed from intern to core-management support, coordinating tender documentation, banking administration, online communication and operational workflows.

Student Councillor | University of Southampton Students' Union | Oct 2025 – Present | *Southampton*

- Represent the student voice in governance and policy discussions; use structured review and analytical questioning to evaluate proposals and support accountability.

Project Lead / Operations Lead — EcoRecraft | Enactus Southampton | Oct 2024 – Feb 2026 | *Southampton*

- Led a circular-economy venture transforming Tetra Pak waste into useful products, directing research, process design, strategy, team delivery and stakeholder engagement.
- Contributed to EcoRecraft winning the Enactus Southampton Innovation Showcase and progressing to regional finalist recognition; documented processes and scalability considerations.

Retail Assistant | Sainsbury's | Nov 2024 – Oct 2025 | *Southampton*

- Delivered reliable customer service and supported tills, stock and day-to-day operations in a high-volume retail team.

SELECTED ANALYTICS PORTFOLIO — SYNTHETIC DATA

Retail margin & discount leakage | SQL | 2,400 transactions

- Built a reproducible gross-margin diagnostic using CTEs, segmentation and window functions; identified a 6.9 percentage-point margin gap on orders discounted by 15% or more.

Customer churn prioritisation | Python / scikit-learn | 1,200 customers

- Developed a transparent risk-ranking workflow (ROC-AUC 0.694); concentrated 75.8% observed churn in the highest-risk decile and documented threshold limitations.

Customer 360 & sales KPI pipeline | Python + SQLite | 600 customers / 3,547 raw orders

- Applied data-quality controls, removed 47 duplicate order IDs and built an auditable customer mart that identified 134 high-value customers with declining recency.

Paid media ROI command centre | Dashboard design | 240 campaign-month records

- Designed a decision-led KPI view linking spend, conversion and revenue; framed a controlled reallocation test around 3.37x Affiliate versus 1.14x Display ROAS.

Tender pipeline & bid/no-bid model | SQL | 320 tender records

- Separated open, no-bid and submitted outcomes, calculated a valid 36.8% historical win rate and converted £92.2m of open pipeline into a transparent decision queue.

Demand forecast & reorder policy | Python | 4,380 SKU-day records

- Tested an explainable time-series regression on a 60-day holdout and translated demand variability plus lead time into SKU-level reorder points.

EDUCATION

BSc Business Management | University of Southampton | Sep 2024 – Jun 2027 | Southampton, UK

- High 2:1 performance across Years 1 and 2; targeting First-Class Honours in the final year.
- Selected modules: Foundations of Business Analytics, Operations Management, Management Accounting, Consulting, Digital Technologies in Business and Management of Information Systems.

LEADERSHIP & ADDITIONAL EXPERIENCE

Co-President | University of Southampton Indian Society | May 2026 – Present

- Lead committee delivery and coordinate inclusive cultural, social and sports activity for the university community.

Events Representative | University of Southampton Indian Society | May 2025 – May 2026

- Supported event planning, stakeholder communication and on-campus community building.

Freshers Assistant | University of Southampton Students' Union | Sep – Oct 2025

- Supported high-volume welcome activity and communicated Students' Union services to new students.

Store Executive | Aarushi Security Infra | Apr 2023 – May 2024 | Indore, India

- Managed billing, customer interactions and store setup, supporting reliable day-to-day operations alongside study.

SELECTED CERTIFICATIONS

Red Bull On-Premise Sales Job Simulation (Forage), Apr 2025 · Business Writing Principles (LinkedIn Learning), Jul 2024 · Administrative Professional Foundations (LinkedIn Learning), Jul 2024 · Data Security — Student Staff (SUSU), Aug 2025 · Mental Health Awareness (SUSU), Aug 2025

References available through verified LinkedIn recommendations. Full project datasets, code and assumptions are available in the linked portfolio.