KAUSHIK ROY

Senior Business Analyst
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PROFILE SUMMARY

Senior Business Analyst with 6 plus years driving IT infrastructure, digital transformation, and AI-powered product initiatives using Agile/Scrum methodologies. Proven track record: 40 percent faster incident resolution, 30 percent efficiency gains, and 25 percent throughput improvement delivered through SQL-driven reporting, stakeholder management, and end-to-end requirement gathering. Experienced in Generative AI, LLM-based product design, and RAG architectures. Bridges business and technology to turn complex needs into shipped solutions.

KEY SKILLS

Requirement Gathering and User Stories, Stakeholder Management, Agile/Scrum, BPMN Process Mapping, SQL Reporting, Project Management (End-to-End), Root Cause Analysis (RCA), Incident Management (P1/P2), UAT Coordination, IT Automation, Business Process Optimisation, Python, Generative AI and LLMs, RAG Architecture, Prompt Engineering, AI Product Strategy, REST APIs, Data Analytics

WORK EXPERIENCE

Business Analyst
MSR IT Solution | Jan 2020 - Nov 2022

Delivered 100 percent of assigned feature releases on schedule (sprint velocity) by owning the full requirements lifecycle from stakeholder interviews to documented user stories and acceptance criteria.

Reduced miscommunication-driven rework by 35 percent by creating BPMN process maps and requirement traceability matrices that aligned IT and business stakeholders on scope before development.

Improved client satisfaction scores by 22 percent by acting as primary liaison between 6 internal departments and external clients, conducting structured quarterly stakeholder reviews.

Maintained 98 percent P1/P2 SLA adherence rate by triaging and escalating critical incidents within defined response windows while managing 30 plus concurrent tickets.

Cut average ticket resolution time by 40 percent by standardising L2/L3 troubleshooting playbooks, reducing repeat escalations across teams.

Senior Business Analyst
MSR IT Solution | Dec 2022 - Present

Improved IT support efficiency by 30 percent within 6 months by leading Agile sprint planning across cross-functional teams and restructuring the incident escalation workflow for P1/P2 calls.

Reduced incident resolution time by 40 percent (MTTR) by conducting structured root cause analysis and translating findings into actionable user stories for the engineering backlog.

Increased operational throughput by 25 percent in one year by mapping end-to-end business processes using BPMN flowcharts, identifying 12 bottlenecks, and prioritising fixes via bi-weekly stakeholder alignment sessions.

Accelerated project delivery by 20 percent (on-time milestone completion) by managing end-to-end execution from requirement gathering through UAT using Scrum ceremonies and a structured stakeholder management framework.

Enabled data-driven decision-making for executive leadership by building SQL-based reports tracking SLA compliance, ticket volume trends, and team capacity reducing reporting time from 3 days to 4 hours.

KEY PROJECTS

ITC Hotels App - End-to-End Mobile App Development | ITC Hotels

Improved guest satisfaction by 85 percent (in-app feedback) by owning end-to-end BA delivery across 6 core modules - Room Reservations, Food and Beverages, Gourmet Couch, Table Reservations, Club ITC Loyalty, Digital Key, and Sleeep Boutique across 115 plus properties.

Increased direct booking revenue by defining requirements for Best Rate Guarantee and Club ITC loyalty integration enabling members to track Green Points, tier status, vouchers, and access 15 percent member-exclusive savings.

Improved Food and Beverages order volumes by gathering requirements for Gourmet Couch covering signature cuisine ordering in 10 cities, Gift a Meal, scheduled delivery, and 25 percent app-exclusive discounts.

Reduced guest check-in friction by owning BA delivery of the Digital Key Module, a contactless room access feature, confirmed through UAT with zero post-launch defects.

Athiva App - End-to-End Mobile App Development | Chalet Hotels

Improved guest satisfaction scores by 85 percent (post-stay surveys) by leading end-to-end BA delivery of a digital-first hospitality app for Athiva Hotels and Resorts spanning 900 plus keys across 6 properties.

Increased feature delivery speed by acting as primary liaison between product, UX, and engineering translating guest experience concepts (Breakfast at Anytime, Binge Box, Dollops of Joy, Local Immersions) into structured user stories, acceptance criteria, and BPMN process flows.

Enabled data-driven personalisation by defining analytics requirements to track guest engagement, wellness programme uptake, loyalty touchpoints, and workcation booking trends.

Achieved zero critical post-launch defects by leading end-to-end UAT across all core modules: booking, wellness, loyalty, curated experiences, and rewards.

The LaLit Reservation Booking Engine | The LaLit Hotels and Resorts

Designed and delivered a robust reservation booking engine powering room bookings, availability management, and real-time rate calculations across The LaLit Hotels and Resorts portfolio.

Integrated loyalty platform enabling seamless guest recognition, points tracking, tier-based benefits, and exclusive member discounts improving repeat booking rates and customer lifetime value.

Gathered and documented end-to-end requirements from hotel operations, revenue management, and guest-facing teams translating business needs into structured user stories, acceptance criteria, and technical specifications.

Reduced booking friction and cart abandonment by defining intuitive UX flows, streamlined payment integration, and multi-property reservation management capabilities.

Ensured system reliability and performance by coordinating comprehensive UAT across all reservation workflows, payment processing, and loyalty integration touchpoints.

AI PROJECTS

AI-Powered Digital Signage Platform (MSR Smart Play)

Role: Business Analyst, Product Owner

Designed and delivered an AI-enabled Digital Signage platform to automate content creation, scheduling, and personalised content delivery across enterprise display networks.

Defined AI-assisted content generation using Large Language Models (LLMs) for marketing banners, announcements, and automated campaign scheduling.

Designed intelligent content recommendation based on audience, location, time, and business rules with AI-powered template generation and image suggestions.

Defined analytics dashboards with AI-driven insights for content performance and engagement tracking.

Prepared BRD, FRS, user stories, wireframes, and coordinated UAT and production deployment. Collaborated with development teams to integrate AI services, REST APIs, and cloud infrastructure.

Technologies: Generative AI, LLMs, Prompt Engineering, AI Content Generation, REST APIs, Product Management, Agile

AI-Powered Knowledge Management Portal

Role: Business Analyst, Product Owner

Designed and delivered an AI-enabled Knowledge Management Portal to centralise enterprise knowledge and enable intelligent document discovery.

Defined AI-powered semantic search and natural language querying across technical documentation. Designed an AI chatbot for user queries using organisational knowledge and SOPs.

Planned automated document summarisation, keyword extraction, and intelligent tagging using LLMs. Designed recommendation engine for related articles and knowledge suggestions.

Defined document approval workflows, version control, RBAC, and analytics dashboards. Prepared BRD, FRS, acceptance criteria, and managed end-to-end product delivery.

Technologies: Generative AI, RAG (Retrieval-Augmented Generation), LLMs, Vector Search, AI Chatbot, Prompt Engineering, REST APIs, Agile

EDUCATION

B.Tech
Maulana Abul Kalam Azad University of Technology | 2018

CERTIFICATIONS

CCNA - Cisco

Python Programming

LANGUAGES

English, Hindi, Bengali