

Sundus Afreen

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Profile

Business Analyst with 3+ years of experience in requirements gathering, stakeholder management, and data-driven process improvement within the energy and infrastructure sector at Schneider Electric. MSc Business Analytics candidate at Trinity College Dublin. Proven track record of translating complex business needs into structured, measurable solutions — engaging 30+ stakeholders, building analytical frameworks across 5+ teams, and driving 20% process efficiency gains. **Finalist at the Accenture Inter-Varsity Case Competition** (Trinity College Dublin). Experienced working in SAP-adjacent, digital technology environments with strong competencies in process mapping, requirements documentation, Excel, Visio, SharePoint, and SQL. Eager to support ESB's IT & Digital Customer Solutions team in delivering operational change and business improvement at scale.

Education

MSc in Business Analytics — Trinity College Dublin

School of Business

Dublin, Ireland

Sep 2025 – Present

- Key Modules: Business Analysis, Requirements Management, Data Management & Visualisation (SQL, Tableau, Excel), Big Data & AI, ESG Analysis

B.Tech in Electrical Engineering — CGPA: 9.71/10, First-Class Distinction (1:1)

Jamia Millia Islamia

New Delhi, India

Aug 2018 – Jul 2022

- Merit award for academic excellence all four years; background in electrical systems directly relevant to utilities and energy sector operations

Career Experience

EZ Living Furniture — Business Analyst Intern, Dublin, Ireland

Nov 2025 – Present

- Gathered and documented business requirements for internal reporting improvements; mapped current-state processes and identified inefficiencies using structured analysis techniques
- Built Excel and Power BI dashboards for real-time KPI tracking across sales and operations

Schneider Electric India Pvt Ltd — Deputy Manager — Business & Strategy, Gurugram, India

Aug 2022 – Jul 2025

A global energy management leader operating across utilities, infrastructure, and industrial sectors

- **Requirements Gathering & Scoping:** Elicited and documented business requirements from 30+ stakeholders across 5+ government accounts (BHEL, NTPC, Voith, Andritz); assessed impact on existing processes, systems, and delivery timelines to align with strategic goals
- **Stakeholder Management:** Managed prioritisation of requirements across competing business and IT constraints; provided regular updates to internal teams and external partners, improving client retention by **15%** and capturing 90%+ of NTPC opportunities
- **Business Process Improvement:** Partnered with 3+ cross-functional development teams to map, challenge, and improve processes; accelerated go-to-market timelines by **20%** through structured gap analysis and process re-engineering
- **Analytics & Reporting:** Built 10+ analytical frameworks and executive-level presentations on EV charging and Green Hydrogen market opportunities; translated complex data into clearly articulated, measurable business benefits for senior stakeholders
- **Market & Regulatory Intelligence:** Evaluated industry-wide trends (gH2, BESS, Rs.500Cr+ Green Hydrogen market) and assessed regulatory impact on operational systems and strategic planning — securing **Rs.75MN (FY24)** and **Rs.90MN (FY25)** in deals

Projects

Order Cancellation Root Cause Analysis | Python, Chi-Square Testing, Pareto Analysis, SQL

[GitHub](#)

- End-to-end process and root cause analysis on **20,000+ electronics transactions**; applied chi-square testing, customer risk segmentation, and Pareto-driven ROI modelling to identify failure points and prioritise corrective actions — directly replicates BA root cause & process improvement work

E-Commerce Customer Churn Prediction | Python, XGBoost, Random Forest, SHAP, Tableau

[GitHub](#)

- Built multi-model churn prediction pipeline with SHAP explainability; translated model outputs into business-ready recommendations for customer retention, mirrors customer-facing analytics for Electric Ireland

Retail Sales & Customer KPI Dashboard | Excel, Tableau, Power BI

[GitHub](#)

- Designed interactive dashboard for real-time sales and customer KPI tracking; improved target achievement efficiency by **20%**, demonstrates Excel, Tableau, and data reporting competencies required by ESB

Skills

Business Analysis: Requirements Gathering & Documentation, Business Process Mapping (Visio), Gap Analysis, BRD Writing, User Stories, Impact Assessment, Change Management, KPI Development

Stakeholder & Project Management: Stakeholder Engagement, Prioritisation, Workshop Facilitation, Agile/Waterfall awareness, Cross-functional Collaboration

Tools & Platforms: Excel (Advanced), Visio, SharePoint, Office 365, SQL, Tableau, Power BI, SAP (awareness), Jupyter, Git

Analytics & Data: Python, SQL, R, Logistic Regression, Decision Trees, XGBoost, SHAP, IBM Cognos

Problem-Solving: Structured root cause analysis, Pareto modelling, A3 methodology awareness, Lean process improvement principles