Hoda Rezvanjoo

Business Analyst | Business Intelligence Analyst | Data Analyst

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PROFESSIONAL SUMMARY

Business intelligence and analytics professional with experience in operational reporting, CRM data, process improvement and commercial performance. Builds Power BI dashboards, DAX measures and Power Query models; develops Python automation and SQL-based analysis. DBA research on business intelligence and decision quality. Developed CLARO, an open-source optimisation engine published in Elsevier SoftwareX.

TECHNICAL SKILLS

BI and Reporting: Power BI, DAX, Power Query (M), data modelling, KPI reporting, dashboard development, data validation

Data and Automation: Python (pandas, PuLP, Streamlit), SQL (PostgreSQL), Excel (PivotTables), ETL, REST APIs, Microsoft Graph

Business Analysis: requirements gathering, stakeholder reporting, process improvement, workflow automation, CRM analytics

Analytical Methods: optimisation, linear programming, segmentation, scenario and sensitivity analysis, ROI analysis, quantitative research

Platforms and Tools: Git, GitHub Actions, Notion, Supabase, Google Analytics 4, Google Search Console

PROFESSIONAL EXPERIENCE

Business Intelligence and Market Analysis | DiA Design-Itude Associates, Maidstone, UK | May 2023 – Present

Official contract title: Business Development Executive

- Developed a 10-page Power BI dashboard combining Notion API and CSV data, with 3,500+ records and 30+ DAX measures covering utilisation, project hours, leave and data quality.
- Identified and corrected a Power Query classification error that counted leave entries as completed work; added validation flags and invalid-entry reporting to protect KPI accuracy.
- Designed a Notion CRM with lead scoring, qualification rules and routing logic to standardise intake and decision-making.
- Automated CRM data entry using Python and Microsoft Graph to parse inbound emails, deduplicate records, assign IDs and map data fields.
- Restructured a 519-record recruitment pipeline, introducing stage, outcome and exit-reason tracking for management reporting.
- Analysed CRM, market and web analytics for expansion into two markets; related search and marketing work contributed to 40% higher search visibility and 20% more new clients.

Co-Founder and Chief Systems Officer | Heagital Ltd, UK MedTech | Nov 2025 – Present

- Built a Python market decision engine ranking 42 NHS Integrated Care Boards by clinical risk, adoption readiness and procurement friction; modelled a 53.4% addressable opportunity.
- Developed PRAF, a risk-triage prototype for point-of-care device design, with public source code on GitHub.

Freelance Business Analyst | Independent Consultant | Feb 2022 – Apr 2023

- Delivered Power BI and Excel dashboards and KPI reporting for small business clients.
- Analysed sales, customer and market data to support pricing, customer segmentation and business decisions.
- Gathered client reporting requirements and documented KPI definitions, data sources and refresh processes.

Research and Teaching Assistant, Quantitative Methods | UBIS University | May 2022 – Dec 2022

- Supported workshops on quantitative analysis and reporting, reviewing research methods and student work.

Digital Marketing Analyst | Caspian Distribution Company | Jan 2019 – Jan 2022

- Built Power BI sales and performance dashboards to replace manual reporting and support commercial decisions.
- Analysed CRM, customer segments, campaign results and digital spend for forecasting and ROI assessment.
- Tracked SEO and search performance, contributing to a 35% increase in organic traffic.

Marketing Analyst, Commercial Vehicles | Passargad Motor Services Company (Volvo Trucks) | Sep 2017 – Jan 2019

- Created Excel sales and performance trackers and analysed customer segments, market opportunities and CRM retention data.
- Supported customer retention and market analysis work associated with 15% higher retention and a 12% increase in market share.

SELECTED TECHNICAL PROJECTS

CLARO: Constrained Budget Allocation and Decision Interpretation | Python, PuLP, Streamlit | 2026

- Created a linear-programming engine for budget allocation with business constraints, scenario analysis and shadow-price interpretation.
- Published in Elsevier SoftwareX, vol. 35, article 102935 (DOI: 10.1016/j.softx.2026.102935); released the MIT-licensed package on PyPI and GitHub with tests and a Streamlit demo.
- Implemented Supabase (PostgreSQL) usage telemetry, row-level security and SQL funnel queries; an external UK consultancy piloted the tool for a budget decision.

DBA Research: Business Intelligence and Decision Quality | UBIS University | 2026

- Conducted quantitative research with 186 SME managers in Kent and Southeast England on BI use and perceived decision quality across management levels.
- Preprint: DOI 10.2139/ssrn.6465540; analysis repository: github.com/Hoda834/BI-decision-quality.

PUBLICATIONS AND SPEAKING

- Two Towards Data Science articles on optimisation and decision analysis (2026), both selected as Editors' Picks.
- Published “Why Dashboards Don’t Always Improve Decisions” with WeAreTechWomen; spoke at One Tech World 2026 about BI and decision-making under uncertainty.

EDUCATION

DBA, UBIS University, Geneva | 2026 | Summa cum laude, GPA 3.90

Thesis: Business Intelligence Utilisation and Perceived BI-Supported Decision-Making Quality Across Managerial Levels in SMEs in Kent, Southeast England

MBA, PNU University | 2016 – 2019

BSc Industrial Engineering, Azad University | 2005 – 2009

CERTIFICATIONS

McKinsey Forward Program (2024) | Google Digital Marketing and E-commerce (2025) | From Excel to Power BI (2023)