

DEEPAK KUMAR

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[LinkedIn Profile](#)

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PROFESSIONAL SUMMARY

Technology professional with 11+ years of experience in testing, requirements coordination, and data analytics within the gaming domain. Experienced in working closely with stakeholders, documenting requirements, supporting acceptance testing, and developing dashboards for KPI tracking. Strong analytical skills using SQL, Power BI, Tableau, and Excel. Recently working closely with data analytics teams on requirements documentation, KPI definition, wireframing, and stakeholder communication while gaining hands-on exposure to Snowflake, Databricks, and large-scale SQL analytics. Seeking opportunities to further grow into Business Analyst roles by leveraging hands-on experience in requirements documentation, analytics, and stakeholder collaboration.

CORE SKILLS

Requirements Documentation (BRD, FRD) | Stakeholder Coordination | Acceptance Testing | KPI Tracking | Process Improvement | Business Reporting | Agile | Scrum | Sprint Planning | SQL (Intermediate) | Power BI | Tableau | Advanced Excel | Flowcharting (Visio, UML) | Cross-functional Collaboration | Data Analysis | Problem Solving | Functional Support

TOOLS

SQL | Power BI | Tableau | Excel | Snowflake | Databricks | JIRA | Confluence | MS Visio | Python

PROFESSIONAL EXPERIENCE

Senior Lead

Ubisoft India, Pune | May 2023 – Present

Recent Data & Business Analysis Responsibilities (Last 6 Months):

- Collaborate with core Data Analytics teams to gather and document business and reporting requirements.
- Prepare structured requirement documents (BRD/FRD format) for data and reporting initiatives.
- Create wireframes and mock-ups for dashboards and reports to align with stakeholder expectations.
- Define and develop KPIs in collaboration with business users and analytics teams.
- Conduct demo calls to present dashboards and analytical outputs to stakeholders.
- Act as a communication bridge between business stakeholders and data engineering teams.
- Work with Snowflake and Databricks environments to understand data structures and pipelines.
- Write and learn SQL to query large datasets and validate business logic.
- Support data validation and UAT for analytical solutions and dashboards.
- Participate in Agile ceremonies including sprint planning, backlog discussions, and requirement prioritization.
- Use JIRA and Confluence to track requirements, updates, and stakeholder communication.

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- Collaborate with stakeholders to understand business needs and support requirements documentation.
 - Develop and maintain Power BI dashboards to track KPIs across testing and operational activities.
 - Work with technical teams to translate functional needs into reporting frameworks.
 - Support acceptance testing to validate solutions against user requirements.
 - Implement process improvements that increased testing efficiency by 20% and reduced release delays by 15%..
 - Coordinate with cross-functional teams to ensure clarity on system workflows and reporting needs.

Online Requirements Lead

Ubisoft India, Pune | Apr 2018 – May 2023

- Assisted in gathering and documenting system and business requirements for online services.
- Created flowcharts and process documentation to support functional understanding.
- Prepared reports and dashboards to monitor product and service KPIs and identify bottlenecks.
- Coordinated with engineering and QA teams to support feasibility analysis and validation activities.
- Acted as a liaison between testers, developers, and stakeholders for requirement clarity.

Video Games Tester

Ubisoft India, Pune | Apr 2014 – Mar 2018

- Performed detailed testing and defect analysis to support product quality.
- Analyzed defect logs and prepared reports translating findings into recommendations.
- Built tracking mechanisms for test coverage and productivity metrics.
- Partnered with analysts and end-users to provide feedback and root cause analysis.
- Contributed to process improvements in reporting and test management.

PROJECTS

Financial Market Performance Analysis (Azure SQL+ Power BI)

Designed and delivered an end-to-end financial analytics solution using Azure SQL and Power BI, modeling compounded market returns and risk-adjusted company performance

Customer Behavior Analytics (AWS + Athena + Power BI)

Analyzed customer behavior of retail transactions to identify customer behavior analysis, repeat purchasing patterns, revenue concentration, time-based ordering behavior, and cancellation trends. Developed end-to-end analytics pipeline using cloud storage, serverless sql engine and Power BI

E-commerce Marketplace Analysis (SQL)

Designed an analytics-ready PostgreSQL data model and performed advanced SQL analysis using window functions, cohort analysis, and RFM segmentation to identify revenue drivers and customer behavior patterns.

ADDITIONAL ANALYTICS CONTRIBUTIONS

- Supported development of KPI dashboards by gathering requirements and validating business logic.
- Created report wireframes and prototypes for analytics use cases.
- Performed SQL-based data validation on Snowflake to support analytics development.

CERTIFICATIONS

- Microsoft Power BI Data Analyst Professional Certificate
- Google Business Intelligence Professional Certificate
- Google Data Analytics Professional Certificate

EDUCATION

- Master of Business Administration – Data Science Specialization | 2025 – Present
- Bachelor of Commerce | 2021 – 2024