

Ankush

Content Creator & Business Analyst



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Professional Summary

I am a dynamic and data-driven professional with a strong foundation in business analytics, education technology, and strategic communication. With hands-on experience as a Business Analyst at GITAM Deemed University, I have contributed to high-impact data visualization, admissions insights, and marketing intelligence that supported university leadership in decision-making. I bring a proven ability to translate complex datasets into actionable insights using tools like Excel, Power BI, and Python.

In addition to my analytics work, I'm a skilled content creator and digital communicator, actively building my personal brand and educating audiences on data analytics, technology, and AI. I've developed engaging, data-focused LinkedIn carousels, tutorials, and blog content to demystify concepts and drive organic traffic.

Currently, I'm focused on AI integration in education and admissions, resume and career optimization, and leveraging data storytelling to generate business leads. I combine analytical precision with creative strategy, making me well-suited for roles at the intersection of data, education, and digital marketing.

Skills

- Data Analytics & Visualization:** Power BI, Microsoft Excel (Pivot Tables, Dashboards, VBA), Google Sheets, Python (Pandas, NumPy, Matplotlib), SQL, Data Cleaning, Data Interpretation, Trend Analysis, Forecasting
- Business Intelligence & Strategy:** Funnel Analysis, Admissions Analytics, Lead Segmentation, Report Automation, KPI Tracking, Executive Dashboards, Marketing Analytics, ROI Tracking, Campaign Performance
- AI & Digital Tools:** ChatGPT & AI Prompt Engineering, Workflow Automation, No-Code Tools (Notion, Canva, etc.)
- Content Creation & Branding:** LinkedIn Carousels, Blogging (WordPress), SEO Basics, Visual Communication, Copywriting, Audience Engagement, Resume & Career Strategy, Personal Branding
- Soft Skills:** Storytelling with Data, Strategic Thinking, Communication, Problem Solving, Project Ownership, Continuous Learning

Experience

AI-Based Content Creation & Strategy Expert

LinkedIn

Jan 2025- Present

Visakhapatnam, India

- Create and execute content strategies using AI tools like ChatGPT, Canva, and SEO platforms. Develop high-performing LinkedIn posts, carousels, and blog content aligned with audience behavior and brand goals. Automate workflows with prompt engineering and content repurposing. Achieved up to 100K+ impressions on LinkedIn, boosting brand visibility and lead generation. Guide individuals and startups on AI-powered content creation, digital storytelling, and personal branding.

Business Analyst

GITAM Deemed University

May 2023-Sept 2024

Visakhapatnam, India

- Designed and automated Power BI dashboards to track lead performance, conversion rates, and ROI across multiple campaigns and channels.
- Analyzed over 350,000 data points across 100+ academic programs to identify enrollment trends, high-performing courses, and admission bottlenecks.
- Created predictive models using Excel and Python to forecast admissions and optimize counselor outreach strategies.
- Segmented leads based on IVR call status, engagement level, and interest tags to improve targeting and reduce junk leads by over 20%.
- Collaborated with marketing and admissions teams to generate daily and weekly funnel performance reports for senior leadership.
- Conducted zone-wise and source-wise analysis to track affiliate lead quality and recommend budget reallocations.
- Developed data-driven strategies for increasing walk-ins, reducing no-shows, and improving counselor productivity.
- Built Excel tools to compare intake vs. admission ratios for multiple programs over three academic years.
- Interpreted unstructured call comments from CRM logs using keyword filtering and AI-based classification for sentiment and intent.
- Led data workshops for admissions officers to improve understanding of funnel metrics and digital tracking systems.

- Supported the creation of Power BI dashboards and Excel reports to track admissions funnel performance.
- Analyzed large datasets to segment leads, identify trends, and improve targeting efficiency.
- Collaborated with marketing and admissions teams to optimize campaign performance and counselor productivity.
- Worked on lead scoring models and intake vs. admission analysis across academic programs.
- Gained hands-on experience in CRM systems, data cleaning, and data storytelling for strategic decision-making.

Projects

Admissions Funnel Optimization Dashboard [PowerBI, Salesforce, Telecalling CRM]

- Designed an interactive Power BI dashboard to track the entire admissions funnel: from leads to enrollments.
- Integrated data from CRM, IVR, and campaign sources to analyze lead quality, counselor performance, and source ROI.
- Resulted in a 20% improvement in lead conversion efficiency and helped leadership make data-driven marketing decisions.

Lead Segmentation & Scoring Model [Excel & Python]

- Built a segmentation and scoring model to classify leads as hot, warm, or cold based on engagement, call status, and counselor comments.
- Cleaned and analyzed over 350,000 records using Python (Pandas) and Excel formulas.
- Enabled admissions counselors to prioritize follow-ups, reducing time spent on unqualified leads.

AI-Driven Content Strategy for LinkedIn Growth

- Developed a system to create data-focused LinkedIn carousels using market insights, SEO trends, and audience behavior.
- Used ChatGPT and AI-based tools for ideation, formatting, and optimizing posts for engagement and reach.
- Grew personal brand visibility and helped generate organic leads and traffic to analytics-related services and blog content.

Education

MBA in Business Analytics
GITAM Deemed University

August 2021-July 2023
Visakhapatnam, India

Completed an MBA in Business Analytics with a focus on data-driven decision-making, predictive modeling, and strategic insights. Gained hands-on experience in tools like Excel, Power BI, Python, and SQL. Developed analytical thinking, business acumen, and storytelling skills to solve real-world problems across marketing, operations, and finance domains.

BTECH in Electrical and Electronics Engineering
Vignan's Institute of Info Tech

August 2012-July 2017
Duvvada, India

Completed B.Tech in Electrical and Electronics Engineering with a strong foundation in circuits, control systems, power electronics, and electrical machines. Gained practical experience through lab work, mini-projects, and internships. Developed problem-solving, technical, and analytical skills applicable to both core engineering and interdisciplinary domains like automation and data analytics.