TANAY CHOUDHARY

Senior Business Analyst | B2B SaaS Order-to-Cash | ERP, WMS and AI Integrations | Snowflake and SQL
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PROFESSIONAL SUMMARY

Senior Business Analyst with 6+ years across software engineering, business analysis and B2B SaaS product delivery. Owns end-to-end requirements and integrations for BrandHub, a multi-tenant wholesale platform serving 120 reseller tenants and 20,000+ orders a year. Delivered ERP automation generating 3,000+ finance documents a month and saving about 80 hours of manual work, plus AI-enabled incident handling that resolves about 20 daily reports without human input. Leads a team of six and works hands-on with SQL, APIs, ERP/WMS integrations and data in Snowflake and Sigma. RMIT Master of Business Information Technology (Distinction).

EXPERIENCE

The Branding Club, Netherlands (Remote) **Oct 2024 to Present**
Product delivery company that builds and operates B2B SaaS platforms, including BrandHub, its flagship multi-tenant wholesale ordering platform.

Senior Business Analyst **Feb 2026 to Present**

- Define client OKRs across a four-product portfolio (BrandHub, Bolify, an AI-assisted incident portal and an invoicing platform in build) and prioritise each backlog against them, while continuing to own requirements on BrandHub.
- Lead a team of six across hiring, reviews and roadmap: two business analysts covering the incident portal and Bolify, two product designers and two QA analysts.
- Own BrandHub's data in Snowflake and Sigma Computing: brought legacy Exact Online, Clarus, Mollie and HubSpot data into raw, clean and reporting layers, reconciled it in SQL to fix 4,000+ articles (about 700 with missing invoices) and built role-based margin views with row-level security.
- Built and run a chain of Claude agents for competitor research, git and data-model impact analysis, document refinement and Jira story drafting, with Atlassian Rovo checking each story against the codebase. Sprint preparation fell from about 20 hours to about 6.
- Specified and launched an AI-assisted incident portal in May 2026 that answers status and how-to reports directly and creates Jira incidents for the rest, resolving about 20 of 30 daily reports without human input. Repeat escalations down 30% in four months; adopted by print.com.
- Specify integration behaviour and API contracts directly with engineers across ERP, payments, WMS and e-commerce data pipelines, covering field mapping, error handling, retry and reconciliation rules.
- Redirected investment from a requested supplier portal revamp to the product management module after presenting adoption data: 20% of suppliers used the portal, against 65%+ module adoption.
- Run weekly sessions with reseller, warehouse, finance and customer users. A 400-response customer portal survey led to tenant-side "act as customer" access, shipped as a result.

Business Analyst **Oct 2024 to Feb 2026**
Sole Business Analyst on BrandHub: five role-specific portals for resellers, their customers, suppliers and an internal team, covering ordering, WMS, fulfilment and finance.

- Built the full requirement base for the platform: 450+ user stories with structured acceptance criteria and edge cases across 40+ sprints, prioritised against client OKRs.
- Cut order creation time from 8 to 2.5 minutes on the order management portal used by 120 tenants, as platform volume grew from about 1,000 to 20,000+ orders a year.
- Designed automated invoice and credit note workflows through an Exact Online ERP integration, now generating 3,000+ documents a month and removing about 80 hours of manual finance work monthly; invoices needing correction fell from 7 in 10 to 3 in 10.
- Specified the role and permission model across the five portals: what each role can see, act on and is blocked from and how the system behaves when access is revoked mid-session.
- Led 25 production releases taking 70+ modules live, running UAT with 50 end users and catching about 20 issues per release before production. Authored the platform SLAs and SOWs.
- Cut change requests after document lock from about 60 to 10-15 per release by walking clients through clickable prototypes of the ordering and finance workflows before development.

Business Analyst, BxTx360, Melbourne **Dec 2023 to Jul 2024**
IT consulting and advisory firm with delivery teams across Australia, India and the UK. Financial services work, including market risk reporting.

- Built a Power BI dashboard for market risk scoring that cut the reporting cycle from 15 days to 10 across three workstreams.
- Standardised BRDs and functional specifications across three workstreams, reducing requirement clarification cycles with delivery teams.

EARLY CAREER, MELBOURNE

Completed alongside the RMIT Master of Business Information Technology.

- **Program Analyst Intern, Yooralla** | Jun 2023 to Dec 2023. Disability services provider. Mapped As-Is and To-Be flows in BPMN across three operational areas and rebuilt reporting in Power BI and SQL, surfacing bottlenecks that informed system redesigns.
- **Business Analyst Apprentice, Hume City Council** | Feb 2023 to Jun 2023. Local government. Sole Business Analyst across three system migrations, delivering a clean rollout in 28 days with zero critical issues. Won the council Best Solution Award.

SOFTWARE ENGINEERING BACKGROUND

- **Associate Software Developer, Applied Cloud Computing** | Jan 2021 to Dec 2021. Founding developer of OTTOHM, an enterprise video and OTT platform built in Node.js and taken live for three clients within six months, generating recurring subscription revenue. Authored the developer onboarding SOPs, halving ramp-up time for new engineers.
- **Software Developer, EyeTea.in** | Nov 2019 to Dec 2020. Built a reusable React component library of 20+ UI components adopted across two product launches. Executed 800+ REST API test cases in Postman covering request validation, error handling and service integration contracts.

PROJECTS

- **Peirce, Co-founder (part-time)** | peirce.app. AI workspace for product teams that links requirements, designs, data models, boards, documentation and chat, with impact analysis showing which artefacts a change affects. Building toward BI intelligence: planned Snowflake, Sigma and Power BI sync so AI can recommend dashboards. Own the product definition, data model, AI impact-analysis layer and integration specs; core workspace in build. Rust, Python, Next.js, PostgreSQL, Redis, Ollama.
- **VibePass, Co-founder (part-time)** | Four-portal events and ticketing platform for super-admins, businesses, event staff and customers. Defined the scope, role model and workflows for approval, ticketing, sponsors, staff assignment and payouts and took it from requirements to a full staging build in one month. Next.js, Node.js, PostgreSQL, Redis.

EDUCATION

- **Master of Business Information Technology**, RMIT University, Melbourne | Mar 2022 to Nov 2023 | Distinction
- **Bachelor of Engineering, Information Technology**, Kalinga University | Aug 2015 to Jul 2019

CERTIFICATIONS

- **Project Management Essentials**, Management & Strategy Institute | 2025
- **Lean Six Sigma White Belt**, Management & Strategy Institute | 2025

SKILLS

Business Analysis: Requirements elicitation, gap analysis, BRD, FRD and PRD authorship, user stories and acceptance criteria, edge case analysis, impact analysis, MoSCoW prioritisation, requirements traceability matrix (RTM), As-Is and To-Be process mapping, functional specification, API and integration specification, data mapping, user acceptance testing (UAT), release management, SLA and SOW authoring, scope and change control

Product Delivery: Backlog ownership and prioritisation, OKR definition and tracking, sprint planning, product roadmap, adoption-based prioritisation, concept and preference testing, user sessions and UAT, stakeholder management, team leadership

AI in Practice: Claude agent workflows (competitor research, git and data-model impact analysis, document refinement, Jira story drafting), Atlassian Rovo, open-source LLM integration for incident intake, prompt and output-rule specification

Integrations: Exact Online (ERP), Microsoft Dynamics 365, Mollie (payments), Clarus (WMS), HubSpot, Shopify and Bol.com data pipelines, Teamleader and Moneybird invoicing data

Analytics and Data: Snowflake (Time Travel, zero-copy cloning, role-based access), Sigma Computing (workbooks, row-level security), SQL on production data, data modelling (raw, clean and reporting layers), data reconciliation and cleansing, Power BI, advanced Excel, PostHog, session recording

Technical: REST APIs, JSON, API documentation, Postman, multi-tenant SaaS, Order-to-Cash (O2C), role-based access control, Node.js, React

Tools and Methods: Jira, Confluence, Figma, FigJam, Visio, MS Project, SDLC, Agile and Scrum, Waterfall and hybrid delivery, BPMN, UML, wireframing and prototyping

AWARDS AND WRITING

- Rising Star Award 2024 and Top Performer Award 2025, The Branding Club
- Best Solution Award, Hume City Council information systems project
- The Flow Files, writing on business analysis and product delivery. medium.com/@tanay.choudhary