

TANAY CHOUDHARY

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

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PROFESSIONAL SUMMARY

Senior Business Analyst with 6+ years of professional experience spanning software engineering and product delivery. Owns requirements end to end on BrandHub, a multi-tenant B2B wholesale SaaS platform: 120 European reseller tenants, 20,000+ orders a year and order creation cut from 8 to 2.5 minutes. Specified an Exact Online ERP integration generating 3,000+ finance documents a month and an AI-assisted incident portal that resolves two-thirds of daily support reports without human input. Leads a team of six across a four-product portfolio. RMIT Master of Business Information Technology with Distinction; Node.js, React and SQL background, specifying API contracts directly with engineers.

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 and prioritise each product 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.
- Built and run a chain of Claude agents for competitor research, git and data-model impact analysis, client document refinement and Jira story drafting, with Atlassian Rojo checking each story against the codebase for gaps and edge cases. Sprint preparation fell from about 20 hours to about 6.
- Specified and launched an AI-assisted incident portal in May 2026: session recording, Dutch and German capture, and an open-source language model 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 as a second platform.
- 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 platform's product management module after presenting adoption data: 20% of suppliers used the portal, against 65%+ module adoption and a higher issue rate there.
- Deferred live stock display on customer order lines until WMS launch, after showing the client that surfacing stock levels too early would reduce how many order lines customers placed. Re-sequenced the roadmap to ship WMS first.
- Run weekly sessions with reseller, warehouse, finance and customer users for the past eight months. A 400-response customer portal survey led to tenant-side "act as customer" access, shipped as a result.
- Portfolio: BrandHub (flagship wholesale platform), Bolify (Shopify and Bol.com data into European tax reporting), the incident portal (live since May 2026, adopted by print.com) and a standalone invoicing platform in build.

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, refined with engineering and prioritised against client OKRs.
- Cut order creation time from 8 to 2.5 minutes on the order management portal used by 120 tenants. Platform volume grew from about 1,000 to 20,000+ orders a year over the same period.
- Designed and specified automated invoice and credit note workflows through an Exact Online ERP integration, including partial and split invoicing, invoice templates and PDF generation. Now generates 3,000+ documents a month.
- Removed roughly 80 hours of manual finance work monthly; invoices needing manual correction in Exact Online fell from 7 in 10 to 3 in 10.
- Specified the role and permission model across the five portals, defining what each role can see, act on and is blocked from, and how the system behaves when access is revoked mid-session.
- Specified a version-based feature switch framework so released features can be enabled or disabled without a code change, including saved per-tenant settings and an emergency off switch.
- Led 25 production releases taking 70+ modules live across five portals, 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.

IT consulting and advisory firm with delivery teams across Australia, India and the UK.

- 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. Mapped As-Is and To-Be flows 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. 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.

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

SKILLS

Business Analysis: Requirements elicitation, gap analysis, BRD, FRD and PRD authorship, user stories and acceptance criteria, edge case analysis, 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), Mollie (payments), Clarus (WMS), HubSpot, Shopify and Bol.com data pipelines, Teamleader and Moneybird invoicing data

Analytics and Data: PostHog, session recording, SQL on production data, Power BI

Technical: SQL, 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, Power BI, Agile and Scrum, 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