



**Chitra BIROLE**  
**Business Analyst**

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**Current Address :**  
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Nationality: Indian

**CAREER OBJECTIVE**

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An analyst role in Business Analysis/Intelligence in Luxury Perfume and Cosmetics or Luxury Fashion and Accessories

**PROFESSIONAL EXPERIENCE**

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- 2020 **Louis Vuitton, Paris, France – ESSEC Field Project/ Consulting Mission**  
Defining the impact of COVID-19 on sales planning at Louis Vuitton
- 2018 – 2019 **Citiustech IT Healthcare, Mumbai, India - A specialist provider of health-care technology services**  
*Business Analyst (Software Engineer – Health-care consulting)*
- Developed pre-sales, design, analysis and delivery by partnering with marketing and sales team for behavioural analysis through data segmentation and analysis
  - Optimised client database and further developed marketing plan through customer intelligence and forecast management by developing predictive analytical model
  - Developed utilities for data exploration and migration for tools such as Excel, SQL
  - Created dashboards to manage KPIs for websites and functional teams to optimize customer conversion rate which increased user experience index by 70% and success rate of customer follow-up by 34%
  - Communicated complex analytical insights with stakeholders with the help of BI tools and data analysis
  - Coordinated with US healthcare providers to provide timely forecast and analysis
  - Centralised client requirements with business needs and communicated to functional teams via user stories and UATs
- 2016 – 2018 *Software Quality Assurance Engineer*
- Implemented embedded analytics to enhance the quality of healthcare data
  - Developed detailed test plans, user guides for robust testing of software and websites
  - Illustrated ways of the outstanding case follow up thus enabling 88% client solutions
  - Resolved 70-80% backlog issues reported by end-users in two weeks
  - Decreased crucial functional defects of software by 52% and 5 man-hours for a week
- 2015 – 2018 *Software Engineer Trainee*
- Developed Agile Methodologies and SDLC (Software Development Life Cycle) model
  - Developed utility for robust testing of EHR (Electronic Health Record), PSP and WMS software

**EDUCATION**

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- 2019 - 2020 **ESSEC Business School, Paris, France**  
Global MBA with Major in Luxury Brand Management
- VERSACE – 360° analysis of Brand Collaboration, Lanvin- Brand Revival Strategy, Loro Piana- Brand DNA and Codes, Hermes – Luxury Retail Management, YNPA- Luxury E-Retail, Gucci – Business Sustainability, Tag Heuer, Delsey Paris – Digital Marketing, LVMH, Richemont – Financial Analysis
  - Finalist for Harvard Global Case Competition for developing M&A strategies
  - QS Young Fellowship Scholarship holder
- 20011 – 2015 **VJTI, University of Mumbai, Mumbai, India**  
Bachelor of Technology in Electrical Engineering

**LANGUAGES AND TECHNOLOGY**

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- Languages English, Hindi: Bilingual, French: Beginner (DELFL B1)
- Computer skills Python, C++, SQL database management, Salesforce Server cloud Data Mining and Analysis, Advanced Excel, Power BI, Tableau, SSRS, SSIS, Microsoft Word and PowerPoint,  
Certification: Google Ads, Google Analytics, Digital Marketing

**INTERESTS**

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Hatha Yoga, Art and Culture collection, Gardening, Canvas Painting