Panchal **Durgesh**

Strategy and Growth Analyst
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SUMMARY

Strategy & Growth professional with 5+ years of cross-border experience driving business transformation, operational scaling and analytics-led decision-making across Australia and India. A hybrid strategist skilled in process design, CRM development, automation, Power BI analytics and cross-border operations, with a track record of transforming founder-led businesses into structured, scalable, system-driven organisations.

Combines strategy, operations and analytics to build clarity, reduce turnaround time, and enable data-backed decision-making. Comfortable working directly with founders, leadership teams and cross-functional stakeholders to design workflows, implement scalable systems, and deliver measurable business outcomes.

CORE CAPABILITIES

Strategy & Growth
Business Strategy • Growth Levers • Market Analysis • Founder's Office Support • KPI Design

Operations & Transformation
SOP Design • Workflow Optimization • Process Mapping • Cross-Border Ops • Org Structuring

Technology & Analytics
Power BI • Power Automate • CRM Architecture • Automation • Reporting Systems

Execution & Leadership
Cross-functional Leadership • Project Delivery • Problem Solving • Change Management

WORK EXPERIENCE

Strategy & Growth Consultant (Project-Based)
Visa Empire | Australia & India | Jan 2025 – Nov 2025
Engaged as a project-based Strategy & Growth Consultant to streamline operations, build scalable systems, and transition a founder-led business toward structured, process-driven growth.

Key Achievements
- Operational Redesign: Mapped end-to-end visa processing workflows and redesigned the operating model to eliminate bottlenecks, improve clarity between teams, and enable faster execution.
- Custom CRM Build (5-Month Delivery): Led the requirements, design and implementation of a SharePoint + Power Automate CRM, improving process visibility, reducing manual work, and cutting turnaround time by ~50%.
- SOP & Documentation Framework: Created structured SOPs, checklists, templates and quality-control workflows for employer-sponsored visa processes (AMSR, LMT, Genuineness, Position Descriptions).
- Cross-Border Collaboration: Coordinated daily between India and Australia teams, improving alignment, workload distribution, error reduction and service delivery consistency.
- Growth Enablement: Enhanced backend operational efficiency, allowing front-facing migration agents to focus more on client consultations, contributing to a meaningful uplift in new client conversions.
- Founder's Office Support: Acted as a strategic partner to the founder—evaluating processes, identifying improvement areas, establishing reporting rhythms, and aligning teams to a unified operational structure.

Data Analytics Specialist
Telstra International | Sydney & Brisbane | Feb 2021 – Dec 2024
Owned enterprise reporting, automation and analytics systems supporting global teams across the UK, US, India, Singapore and Australia.

Key Achievements
- 50+ Power BI Dashboards: Delivered core dashboards for business performance, routing, regional KPIs & leadership insights, becoming the central reporting layer.
- Automation Across 6+ Data Sources: Built automated pipelines using Power Automate, saving ~4 hours/day and reducing manual errors.
- Legacy Migration: Replaced Excel-heavy reporting with real-time dashboards, improving accuracy and decision speed.
- Fraud & Traffic Monitoring: Enabled early detection of revenue leakage and traffic anomalies via data models & alerts.
- Escalation App: Built PowerApps system for routing issues & fraud alerts integrated directly into dashboards.
- Leadership Collaboration: Worked with senior leaders to establish KPI definitions & reporting governance across regions.

Independent Consultant — Digital Transformation & Automation
India & Australia | 2020 – Present
Worked with **8+ SMEs** to modernise operations, digital presence and lead systems through simple, scalable technology.

- Built websites, structured funnels & chatbots for automated lead capture & qualification.
- Developed lightweight CRM workflows, auto-escalation systems & messaging automation.
- Improved SME online visibility via SEO-driven blogs & content structure for trust-building.
- Provided founder advisory for practical, cost-effective tech adoption.
- Delivered digital transformation systems that improved response time, lead clarity, and conversion quality for traditional SMEs.

Co-Founder (Product, Strategy & Operations) — Jee1 Health (Project-Based)
Mumbai | 2025 – Present (Paused)
Designed the foundational blueprint for a preventive health-tech concept.

- Created service models, customer journeys, health workflows & pricing strategy.
- Designed architecture for app → CRM → doctor portal → report engine.
- Developed SOPs for diagnostics, onboarding, triaging & coordination.
- Conducted structured competitor research (Practo, EkaCare, MFine, Samarth).
- Project paused; insights used in strategy/consulting roles.

EDUCATION:

Master of Information Technology & IT Management — University of Sydney
Bachelor of Engineering (IT) — Mumbai University

TOOLS & TECHNOLOGIES

Power BI • Power Automate • Power Apps • SharePoint (CRM Architecture)
Excel • Salesforce • Siebel • SQL (Beginner) • Chatbot Tools • Basic SAP

Certifications: Power BI (LinkedIn Learning), Career Essentials in Data Analysis (Microsoft + LinkedIn)