


Harini Vasudevan

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IT graduate with a Master's degree and 2.5 years of experience in Database Systems and Business Analytics. Experienced in business and systems requirements, user acceptance testing and end-user training in Manufacturing and Finance domains. Currently seeking full time opportunities as a Business Analyst.

EXPERIENCE

Business Analyst

March 2019-December 2019

Scripbox, Bengaluru, India

- Drove new features in the **CRM** (Customer Relationship Management) team for various stakeholders
 - Created a tool to generate customer contact information for **Marketing** campaigns
 - Analyzed the new customer onboarding pattern, identified pain points (**RCA**) and drove improvements, thus producing a **10%** increase in new customer investment rate over a period of 2 months
 - Reduced the false negatives in the new customer validation process
 - Removed internal process bottlenecks to increase the approval rates from 85% to 90%
- Resolved customer issues related to onboarding, investing and other activities
 - Fielded requests from the customer service team for high urgency issues in the CRM front and back end
 - Prioritized bug fixes, performed User Acceptance Testing (**UAT**) and drove timely deployment of fixes
- Performed **project management** duties for the CRM team
 - Prioritization of work items for each sprint (**Scrum**)
 - Grooming & maintaining backlog of bugs and features & weekly status reports on progress in different focus areas

Associate Product Owner

August 2018-December 2018

Aquent IT Solutions, East Moline, Illinois

- Worked on the Marketing Order Code Information project at **John Deere Information Systems**
 - Conducted data analysis using **SQL** and **Excel** to create reports to adjust pricing models based on sales summary
 - Partnered with developers in automating processes, saving time and money while decreasing errors
 - Managed the validation and implementation of enhancements to the **CBYO** (Customer Build Your Own) webpage and increased the user traffic by **25%** compared to the previous quarter
- Worked in a **Scrum** team environment and participated in backlog review and Sprint planning sessions, following **Agile** methodology
 - Translated business user concepts and ideas into comprehensive business requirements and design documents
 - Created user stories to achieve project defined milestones and deliverables
 - Assigned tasks to the team, staffed projects, and updated all involved parties to enhance optimal business flow
- Facilitated functional and user acceptance testing (**UAT**) and troubleshooting database issues related to the data flow across different product teams. (**SQL Server Management Studio, Excel**)
 - Developed test plans and mapped them back to requirements for traceability reporting. Analyzed the testing results and traceability reports to develop checklists and evaluate production readiness
 - Assisted the periodic rollout of new feature releases and the management of business adoption of such features

Database Report Developer

March 2017-June 2018

American Credit Acceptance, Spartanburg, South Carolina

- Developed and tested SQL queries and report objects using **SQL Server Management Studio, SSRS** and **Tableau**, to organize and create internal reports of auto-financing data for use by internal stakeholders
- Interacted with different departments within the organization (Sales, Funding, Underwriting, Servicing) to gather business requirements, create mockups, estimate project tasks etc. using **Agile** methodology
- Reduced the **Auto-loan** approval time by **20%** by developing metrics to analyze customer data across systems

EDUCATION

Master of Science - Information Technology

August 2015-December 2016

University Of North Carolina At Charlotte - Charlotte, NC

Bachelor of Technology - Information Technology

August 2011-May 2015

SRM University – Chennai, India

CERTIFICATIONS

- **Engineering Project Management** course from Rice University (Coursera)
- **Advanced Business Analytics** specialization from University of Colorado Boulder (Coursera)

SKILLS

- **Programming Languages** - SQL, R, Java, C++, C#
- **Software** – SSRS, Tableau, Microsoft SQL Server Management Studio, Microsoft SQL Server Report Builder, Visio, MS Excel, Power BI
- **Scripting** – XML, HTML, CSS, Javascript