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|  | **Shridhar K**  Sr. Business System Analyst  Phone: 201-708-8568 | Text  Description automatically generated |

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| **Objective:** An ambitious and analytical Business System Analyst with **8 years** of experience in Digital Marketing, eCommerce, Retail, and Supply Chain domain, seeking an opportunity to contribute collaborative, goal-oriented, skillsets in an organization that values progressive and strategic thinking for design, development and implementing creative business processes to fulfill organizational needs. |

**Professional Summary:**

* Extensive knowledge of working within the compliances such as **General Data Protection Regulation (GDPR) and Children's Online Privacy Protection (COPPA) Rules, Electronic Fund Transfer Act (EFTA).**
* Extensive knowledge and experience as an IT Business Analyst in the **Data Integration, Data warehouse**, Supply chain management, legacy systems, client/server, multi-tier, and **web-based applications, Salesforce integration, web-service integration projects**, mobile integration projects, for various lines of business
* Experience in working with **SDLC methodologies** including traditional methods such as **Waterfall,** and Agile methodologies such as **Scrum, Extreme Programming, Waterfall-Scrum hybrid, Scrum-Ban, and SAFe**
* Experience of working in **Test-driven development (TDD)**, **Behavior Driven Development (BDD), User Acceptance Test Development (UATD) environment** and writing aligning requirements accordingly**.**
* Hands-on experience and knowledge of **SAP ERP (ECC), Salesforce CRM, SAP MES, and MuleSoft integration**
* Experienced in gathering requirements from end-clients and stakeholders by using various **elicitation** **techniques** like **Joint Application Development** (**JAD**), **Brainstorming**, **Interview**, **Questionnaire/Surveys**, **Prototyping, Document Analysis**, **Focus Group**, **Reverse Engineering**, and **Interface Analysis**
* Adept at understanding of the business processes by conducting **Critical Path Analysis, Impact Analysis, GAP analysis** and converting the requirement into Functional & non-functional for Strengthening the business decisions.
* Analyze results, determine **Root Causes** of variance, identify trends, and suggested solution to Senior Management.
* Assisted **Project Manager** in drafting artifacts like **Project Vision** and **Scope**, **Project Management Plan**, **Project Charter** and created **Business Requirement Document** (**BRD**), **Functional Specification Document** (**FSD)** by communicating with business owners, subject matter experts (SMEs), compliance teams and end users.
* Examined the **Triple Constraints - Scope, Time, and Resources** to ensure against **scope creep.**
* Experienced in analyzing workflows, developing, and reviewing business solution models using **Use** **Case** **Diagram**, **Sequence** **Diagram,** and **Activity** **Diagram** with the help of tools such as **Lucid Charts** and **MS Visio**
* Assisted in creating **low-fidelity** and **high-fidelity** mockups and wireframes with UI designer using **Balsamiq.**
* Experienced in writing the **user stories** and **acceptance criteria**. Participated in **Scrum Ceremonies** like **Backlog Grooming, Sprint Planning, Daily Stand-Up, Sprint Review, and Retrospective** and efficiently assisted Product owners in using prioritizing techniques like **Moscow**, **KANO**, 100 Point method, and Business Value-Based
* Worked with Product Owner to review **PSPI** (Potentially Shippable Product Increment) during review meeting and supported to decide which features are ready, satisfies the **acceptance criteria** and **Definition of Done.**
* Efficiently drafted various scrum artifacts such as **Product Backlog, Sprint Backlog and Release backlog.**
* Skillful at designing and implementing SQL queries using **joins** (inner joins, outer joins), **unions**, **select within select**, **order by, group by and aggregate functions** to extract data from different data sources and perform **data validation** and **data integrity** testing to ensure data quality.
* Created **Entity-Relationship** **(E-R)** diagram for drafting **conceptual data model** and **logical data model** using **Erwin**.
* Analyzed & acquired data from primary and secondary **data sources**, creating **Data Mapping Document** for use by **ETL** development resources, ensuring the design is of the most efficient streamlined flow with **Target Source.**
* Assisted in developing **data marts** (DM), data migration**, data integration**, and **Operational Data Source,** **data warehouse** (DW) implementing **Extract, Transformation, and Load** **(ETL)** with **Informatica PowerCenter**.
* Helped understand **Anomalies** in the database design and assisted **Normalization** on data sources to address them throughout with the extensive knowledge of **Databases**, **Schemas** Such **Star and Snowflake**, Online Processing Systems like **OLTP** and **OLAP** Operations **(Roll-up**, **Drill-down**, **slicing**, **dicing,** and **pivot)**
* Liaised with the development team to design & implement **Test Plans, Test Scenarios, Test cases** and assisted in **Functional Unit Testing**, **Black-box Testing, System Testing, Integration Testing, Regression Testing, User Acceptance Testing (UAT), Load/Stress Testing, Sanity Testing and Usability Testing** using testing tools and bug detecting tools like **Microfocus-ALM and JIRA-Zephyr**
* Understanding of the **Microservices Architecture (MSA)** with distributed databases and **JSON, XML** format for communicating between the front end and back end server for designing **REST,** and **SOAP APIs**.
* Performed **API testing** using **Postman and SOAPUI** to check if APIs return data in JSON, XML format as defined in the **API documentation** required by workflow, using **Swagger** tool.
* Worked on **Reporting** tools to generate **Standard Static Reports, Ad-hoc Reports, Dashboards, Interactive MOLAP reports** using **Tableau, and Power BI.**

**Technical Skills:**

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| **Business Skills** | Change Management, Impact Analysis, Risk Analysis, Cost-Benefit Analysis, ROI Analysis, JAD Sessions, SWOT analysis |
| **Cloud Platform** | AWS, Salesforce Sales Cloud, Service Cloud, Message Cloud, Google Cloud. |
| **SDLC Methodologies** | Agile-Scrum, Waterfall, Waterfall-Scrum hybrid, SAFe4.0 |
| **Requirement Management** | MS Office, Jira, HP ALM, HP-QC |
| **Modeling Tools** | MS Visio, Lucid Chart, Balsamiq |
| **ETL Tools** | Informatica Power Center |
| **Data Warehousing** | Data Marts, OLTP, OLAP, Multidimensional Analysis, OLAP Operations |
| **Databases** | MYSQL, Microsoft SQL T-SQL, PL/SQL |
| **Defect Tracking/ Testing Tools** | HP ALM QC, Selenium, Jira. |
| **Reporting tools** | Tableau, Power BI |

**Certifications:**

* Scrum Master Accredited Certification SMAC™ by International Scrum Institute™.

**Professional Work Experience:**

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| **Estée Lauder (Melville, NY)** | **April 2020 - Present** |

**Sr. Business System Analyst**

**Description:** The objective of this project was to develop the new Estee Lauder ANRcade single-player gaming website for the creative marketing of products, to express the brand’s position and personality for introducing new product while enhancing user interactions and engagement by providing individual & distinct games through which the details of the products will be explored by the end-users and integrating the website database with the organization’s CRM to enable teams across the organization to improve performance measurement.

**Roles and Responsibilities:**

* Extensively gathered requirements from business owners, end-users, the clients, SME’s, and Marketing analytics team by performing **Document Analysis, Brain Storming,** **Interviews**, **Questionnaires, and Workshops**
* Conducted **Joint Application Development JAD session** with the client, vendor developers, and compliances team for a better understanding of the functional and Non-functional requirements.
* Actively identified and performed **GAP analysis** by analyzing as-is and to-be processes. Created **Business Design Document** with the help of requirements and documented using MS Office tools
* Gathered feedback and confirmation from stakeholders, end users and clients by creating **mockups** and **wireframes** according to fidelity levels with the help of the **Lucid chart.**
* Created **UML diagrams** for ease of understanding the various business processes such as activity diagram, sequence diagram, and use case diagramwith the help of **Balsamiq** tool.
* Actively participated in all the **scrum ceremonies** like **Product vision, backlog grooming,** **spring planning, daily standup meeting, sprint review, sprint retrospective, and release planning**
* Collaboratively worked with PO to identify the **Minimum viable Product** **MVP, Road map, Story maps,**
* Created **data mapping document** and designed the **Transformation logic** flow using **Workflow manager** to process the data flow for the integration of organizational **Seibel CRM** data with the website data using **Seibel Enterprise Integration Module (EIM)** and gather data from social marketing platform (e.g., Facebook, Twitter)
* Monitored progress of the overall project, tracked individual user stories, issues such as defects, bugs, and technical debts using **Atlassian JIRA**, allowing for improved visibility of project status and accurate forecasts.
* Functioned as data steward expert, identifying, and resolving accuracy issues and Manage team reporting and knowledge share within the **Confluence** site to enhance collaboration and transparency among the team.
* Actively participated in creating **Rest API** documentation using **Swagger** and API testing of web service calls, requests, and responses using **Postman** along with the development and testing teams.
* Assisted in creating **test plans, test cases, and Test Scenarios** to be used in testing, based on Business Requirements, technical specifications. Assisted in **Integration Testing, Regression and Smoke testing** of the application, along with re-testing of the application.
* Assisted UAT team in Conducting the **User Acceptance Testing.** Gathered & documented User Manuals and Business Rules. Utilized and created **Requirement Traceability Matrix (RTM)** to ensure all the requirements are addressed efficiently and are fulfilled.
* Created, automated, and maintained **reporting tools** & performance dashboards for distribution to executive management for ease of decision making and identifying marketing strategies utilizing tool such as **Tableau.**

**Environment:** Agile Scrum, AWS S3, Seibel CRM, Informatica, Jira, Balsamiq, Confluence, Tableau, Lucid Chart, Rest API, Swagger, Postman. CSS, Java Scripts, HTML5

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| **Hertz Corporation (Estero, FL)** | **Feb 2019 – Mar 2020** |

**Sr. Business System Analyst**

**Description:** This project was aimed at fulfilling the organizations needs to integrate its systems into a unified platform, to enhance the collaboration and communications across its siloed business departments, and to improve its customer service capabilities. We implemented Salesforce Sales Cloud to its supply chain center and integrated it with existing ERP and Salesforce applications such as CPQ (Configure, Price, Quote), Einstein analytics, Opportunity Management. The solution Eliminated swivel chair data entry, Reduced Manual data exports, manipulation, and loads. Leverage existing SAP functionality in Salesforce.

**Roles and Responsibilities:**

* Actively participated in **Program Increment (PI) Planning** by collaborating with other teams from **agile release train** for identifying feature dependencies in the program board. Created documentation for **PI Planning Summary** and **PI objectives** for forthcoming release.
* Identified the objects which required **bi-directional access**, the objects which needed to **sync to/from SAP** **ERP,** identified the **outbound messaging interface**, associated **notification indicators for CRUD** operations.
* **Validated** the part of **integration process** on **Salesforce.com** end to **verify object name, object fields,** and whether **the notifications** were received in the desired format at the right time.
* Participated in **Scrum ceremonies**, such **as Product Backlog Grooming, Sprint Planning, Retrospective Meets.**
* extensively used **JIRA** for dividing the **features** from program backlog **into user stories**, writing the **Acceptance criteria,** and framing the **Definition of Done (DOD)** for the **Potentially Shippable Product Increment (PSPI).**
* Collaborated with ETL developers in data profiling and data cleansing to ensure that there are no data model changes and the Data integrity is maintained as per the requirements. Further, documented the defects in **JIRA**.
* Assisted creation of **Test Cases, Test Plans, Test Scenarios**, and updated the **Requirements Traceability Matrix**
* Conducted **User Acceptance Testing (UAT)** and actively participated and facilitated the testing of the system during Smoke Testing, Integration Testing, Black Box Testing, and Regression Testing with the help of QA.
* Extensively used **Oracle SQL Developer** for **querying** & extraction of data for performance review and analysis.
* Assisted in using **Oracle Integration Cloud** configuring/testing the **SAP and Salesforce** connections between the respective modules and credentials.
* Imported **Web services, REST API into SOAP UI tool using WSDL files** and assisted **testing** to verify **HTTP status code, performance sanity, response format, payload, security, and authorization.**
* During the **maintenance phase,** I **conducted a performance review** on the end-user environment and drafted an **In-Process Review report** to check the **health of the systems** and receive client suggestions.
* Designed **user manuals, training procedures, and FAQ’s** for the respective **PSPI** developed by the team in using the integrated system and generated static and dynamic reports such as **Charts, Heat maps, Graphs** & Multiple **dashboards** using **Tableau.**

**Environment:** SAFe4.0, SAP ERP, Salesforce sales Cloud, Oracle Integration Cloud, JIRA, Confluence, Balsamiq, Oracle DB2, REST API, MS Office Suite 2016, SWAGGER, SOAP UI, Tableau10.0

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| **Target (Jersey City, NJ)** | **July 2017 – Dec 2018** |

**Sr. Business System Analyst**

**Description:** The scope of this project was to **enhance** the existing **Target Mobile Application** to add a feature **called ‘See It in Your Space’** which helps users take a closer look at products with **Augmented Reality (AR).** It provided **360-degree shopping**, virtual living rooms designed to help users **visualize the size and scale of Target home items and provide styling guidance**. This system was developed to **identify new effective marketing channels** and to **reduce the costs** associated with generic ads, which proved ineffective in increasing sales and generating revenue.

**Roles and Responsibilities:**

* Conducted **interviews with clients, SMEs & business users** to understand their Business & Functional Requirements, behind the idea of **Augmented Reality,** and analyzed the benefits that it provided to users.
* Created **an AR Document** which included various dimensions like **AR Tools Creator (ARTC), AR Experience Creator (AREC), Assets Creator (AC), Assets Aggregator (AA), Media servers, and Service servers.**
* Discussed with the SME’s and Technical leads and assisted in identifying the **Data Marts, Content Management System, Analytic Engine, Content Distribution Network,** and the type of **Rendering devices** which were required.
* Acted as a **liaison** **between developers and business stakeholders** to communicate and translate the Non-technical requirements into technical requirements and vice-versa.
* Performed **“As-Is” and “To-Be” analysis** to understand the current and desired state of the system.
* Assisted in creating **User Interface Document** to express UI component design, navigation & created **interactive wireframes** & **dynamic mock-ups** using the **Balsamiq** tool to gather feedbacks for enhancing the User experience.
* Created **Use Case Diagrams**, **Business Process Models** & **Process Flow** diagram**s** using **MS Visio & Lucid Chart.**
* Participated in **story writing workshops** and wrote **user stories,** assisted **the PO** during **PSPI demonstration.**
* Extensively involved in **data mapping, logical data modeling, creating class diagrams, E-R diagrams.**
* Performed **SQL queries** such as Joins, Aggregators, Triggers using MS SQL Server Management Studio
* Created **Data Mapping Document** by identifying data sources and the transformation logic required to load the data in data warehouse and constructed the ETL flow using **Informatica workflow manager.**
* Worked with **QA team** to write **test cases** and helped in **UAT** by testing the front end of the system and documented bugs/errors if any, in the **Test Analysis Report.**
* Identified and documented APIs like **REST, SOAP, Bulk,** **Analytical APIs** and assisted in **API testing** using **postman**.
* Created **Geo-heat maps**, **Time-series graphs, Bar Graphs, Pie Charts, and Dashboards using Tableau** to assess the density of users segmented on geographical parameters to help understand customer and market trends.

**Environment:** Agile Scrum, Office 365, REST, JSON, XML, MS Visio, Lucid Chart, Balsamiq, AR, Informatica PowerCenter 9.6.x, Tableau 10.3, JIRA 7.4.0, HP ALM, Selenium, TDD.

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| **Ambika Packaging (Bangalore, IN)** | **May 2016 – June 2017** |

**Business System Analyst**

**Description:** The project was aimed at creating the **establishment of an operational data store,** by a Consumer packaging goods company, for enabling/enhancing existing supply chain management applications. The purpose of this proposed effort is to get the right data from silos to supply chain management applications to get real-time data and keep track of KPIs for **KWYA (Know Where You Are)** Reporting.

**Roles and Responsibilities:**

* Elicited the end user requirements by conducting **document analysis, business process analysis, Surveys and Questionnaires**, created **AS-IS workflow** and by documenting the needs of the business, drafted **TO-BE process** and validated the GAP Analysis by various Stakeholders.
* Conducted **JAD sessions** and interviews with SME’s & stakeholders to elicit the requirements for the system.
* Studied organization-project, processes, policies, and procedures to get a detailed understanding of the project. Analyzed, modified, validated **Business Requirements (BRD).** Assisted **PM in** creating **Work breakdown structure.**
* Created **Use Cases** and designed **UML** diagrams like **Use Case, Activity,** and **Sequence** using **MS Visio.**
* Handled the change requests by performing **Impact Analysis** and assisting the **change management board.**
* Created the **Requirement Traceability Matrix** **(RTM)** and Managed the requirements by updating and tracking the RTM throughout Application/Project Lifecycle.
* Involved in creating **conceptual/ logical ER diagrams** and design **DB Schemas** for developing the DW.
* Created **Data Mapping Specification Document** by identifying **Data Source and Target tables** along with **transformation rules** to be applied in order to accurately defined the ETL flow using **Informatica.**
* Distinguished and integrated various data sources like **OLTP** and **flat files** to the **OLAP** using **Informatica** and performed **Data Verification, Validity,** and **Normalization** in maintaining the accuracy of the data.
* Spearheaded in designing Data models and conducted **normalization** and **de-normalization** of data to fit in **OLAP** frameworks, **slicing and dicing of data marts** for analytical decision-making support.
* Generated periodic reports such as graphs charts, dashboards and structured text document reports using **Tableau** to provide Business Intelligence using various matrices critical to decision making.
* Performed Data Analysis and constructed **SQL Joins, Views, procedure** queries to test and fetch the data from in-house **OLTP** Database, to find correlation and patterns in existing data sources and entities.
* Analyzed market trends by extracting data and performing Data Analysis & Data Visualizations on **power BI**.
* Collaborated with ETL developers while conducting **Functional** **unit testing** on data model changes.
* Collaborated with the QA team to design and develop **Test Plan** and **Test Scenarios** and **Test Cases**, involved in **ETL** testing process in validating the data, reviewing data dictionaries, and in test data preparation.
* Documented during **Integration testing**, **Data Integrity testing,** and **Acceptance Testing** at various checkpoints.

**Environment**: Waterfall, SSIS, MS Office, Tableau, Informatica 9.5.x, MS Visio, MS Project, HP ALM 11, Wireframes, Mock-Up Screens, SQL Server 2012, SharePoint. .NET Framework, Email client, File transfer client.

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| **MagicBricks (Mumbai, India)** | **May 2015-April 2016** |

**Business System Analyst**

**Description:** The purpose of the project was to redesign the client’s existing eCommerce website with new features. The project also involved a complete refurbishment of various dropdown features, payment methods, providing product demonstration videos along with product images. These features were then integrated into the mobile application to provide the user with a complete user experience.

**Roles and Responsibilities:**

* Interviewed clients, **SMEs** & business users to understand their **Business & Functional Requirements**, gathering their future needs & transforming them to Functional Specifications.
* Conducted one-to-one meetings, web-Conferences as well as **JAD sessions** with different stakeholders; analyzed & came up with suggestions providing a consistent process for the communication & resolution.
* Performed **GAP Analysis** between the **"As-Is"** model of the legacy system & the **"To-Be"** model to identify the gaps, logged issues relating to the identified gaps & worked with the SME to get clarifications.
* **Assisted PO** in writing **acceptance criteria, Definition of Done** and prioritizing PBI’s based on **Business Value, time and risk**, and also assisted in **Backlog Grooming** to determine the **Minimum Viable Product (MVP).**
* Extensively involved in **data mapping, logical data modeling,** creating **class diagrams, ER diagrams** & used **SQL queries** to filter data within the **Oracle SQL Developer.**
* Assisted design team to express **UI component design & navigation** by visual prototypes using **Balsamiq.**
* Assisted Scrum Master in **velocity/capacity calculation** and conducting **Knowledge Transfers sessions**.
* **Created Use Case Templates** & **Process Flow diagrams** using **Microsoft Visio** for all System Functionalities.
* Prepared & maintained **Requirements Traceability Matrix** to keep a trace of all the requirements.
* Involved in **unit, functional, regression & system Testing** by acting as a liaison between developers, testers, and business stakeholders. Performed **User Acceptance Testing (UAT)** and recorded bugs using **JIRA.**

**Environment**: Agile Scrum, Office 365, SOAP, XML, DB2, SAP, SQL Server, MS Visio, SOAP UI, HP Quality Center, Informatica Power Center 9.5.x, JIRA.

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| **Flipkart (Mumbai, India)** | **April 2014-March 2015** |

**Business Analyst**

**Description:** The project was to provide enhancement to the existing website and listings with features that would increase the company’s business and draw more customers to the site, updates included big billion days future pricing, personalized email notifications, and bug fixes. Additional duties included support of back end order processing team and interacting with sales and marketing teams to collect high-level business objectives.

**Roles and Responsibilities:**

* Performed **Gap- Analysis** to identify the deficiencies of the current business systems and to identify the requirements for the change in the process to analyze the **As-Is and To-Be** to generate business requirements.
* Facilitated **JAD sessions, Interviews sessions, Survey/Questionnaire**, and **Focus Group** to Elicit Requirements with various stakeholders, business users, and SME’s for understanding the requirements.
* Optimizes execution of the supply chain balancing inventory, supply orders, and schedule demand. Manages supplier/subcontractor performance and relationship to ensure delivery, quality, financial stability, and in-service performance. Mitigates risks and issues.
* Drafted **Business Requirement Document (BRD)** for the specific business requirements and **Functional Specification Document (FSD)** capture the functional requirements better understand the domain and system.
* Extensively used SQL scripts/queries for data verification at the backend as per the requirements.
* Actively assisted the product owner in prioritizing the product backlog as per the maximum business value, grooming User Stories in planning activities using **INVEST criteria,** and prepared the test cases.
* Extensively used JIRA to record and maintain the artifacts such as Product backlogs, Sprint backlogs, user stories Data stories, Impediments list, tasks, defects, and issue tracking using customized Jira Query Language.
* Maintained and created an end-to-end testing strategy and test cases for Subject Matter Experts.
* Assisted in **Systems Integration Testing (SIT),** **User Acceptance Testing** and routing the test cases to user stories.
* Generated reports using Tableau for understanding the trends as well as to analyze patterns as per regions and predicting the probability of occurrence for a better data visualization as per the business requirements.

**Environment:** Water-Scrum-fall, Visio, Jira, MySQL DB, Tableau, MS Office suite, SharePoint, and Selenium

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| **VRL Logistics (Belgaum, IN)** | **Nov 2012- Feb 2014** |

**Junior Data Analyst**

**Description:** The scope of the project was to add a feature where Changes to the inventory including the addition or removal of an item from the inventory are reported to the item tracking system in real-time and also connect various vendors inventory and central warehouse inventory of VRL logistic to match the system inventory to on-floor inventory

**Roles and Responsibilities:**

* Worked closely with clients and business analysts to understand project requirements.
* Performing **Data Cleansing**, understanding the relationship between different entities within the dataset
* Understanding the KPI’s client is interested to see and making data suitable for analysis.
* Data Analysis by using various Microsoft Excel functions such as **Regression Analysis, Conditional Formatting, Lookup Functions, Pivot Tables, V-Lookups** and performing statistical tests using **Minitab**.
* Streamlined data collection procedures and prepared reports on a weekly and monthly basis.
* Worked with team members to complete projects and achieve project deadlines and developed PowerPoint Presentations for presenting to the clients.
* Developed various visualizations such as **Pie Charts, Scatter Charts, Histograms, Waterfall Charts, Bar Charts, Pivot Charts, Combo Charts** to represent the **Key Performance Indicators** to the clients

**Environment**: Waterfall - Agile Methodology, MS SQL 5.5, MS Office 365, SharePoint, Project, PowerPoint, Visio, Jira 5.10.5, Informatica Power Center, Tableau V 7.0

**Education:**

Bachelor of Engineering, Visvesvaraya Technological University, Karnataka, India.