**SOWMIYA V**

**Sr. Business Analyst**

**Email:**sowmiyav4cc@gmail.com

PHNO: 201-708-8568

**Professional Summary:**

* Sr. Business Analyst with around 8 years of diverse experience in analyzing and gathering requirements for business processes in functional and technical roles across **Supply Chain, Digital Marketing and Manufacturing industry** with a focus on Business analysis, Supply Chain Management System Development, Application Development, Website Design, and UX/UI Design
* Extensive working knowledge about concepts of Supply chain domain such as **Enterprise Resource Planning**, **Procurement, Demand Forecasting, Warehouse Management**, **Inventory Management**, **Order Management, Pricing**, **Supplier Management**, **Point of Sale (POS)**, **Logistics**, **Customer Relationship Management** and **Transport Management**
* Robust knowledge foundation of various processes of **Software Development Life Cycle** **(SDLC)** methodologies like **Waterfall**, **Agile Scrum**, **Hybrid Scrum-Waterfall** along with an expertise in Software Testing Life Cycle (STLC) processes
* Profound understanding of other industry standard SDLC methodologies such as **Extreme Programming (XP)**, **Rational Unified Process (RUP)**, **Spiral Model,** **Scaled Agile Framework (SAFe)**, **Kanban** and **Scrumban**
* Acted as a liaison between **Business** and **Technical Stakeholders** to elicit various **Functional** and **Non-Functional** requirements through variety of elicitation techniques such as **Interview**, **Requirement Workshop**, **Joint Application Development (JAD)**, **Brainstorming**, **Survey, Questionnaire**, **Document Analysis**, **Stakeholder Analysis**, **Focus Group**, **Observation**, etc.
* Efficiently converted the requirements into **Technical Specifications** and articulated across all the business stakeholders
* Conducted **Feasibility studies**, **Risk analysis**, **Cost Benefit analysis**, **Root Cause analysis**, **SWOT analysis** and **Impact analysis** to analyze the needs of a project and performed **GAP Analysis** to understand **AS-IS** and **TO-BE** business processes
* Assisted **Project Manager** and **Product Owner** to **plan**, **schedule**, **track** and improve team performance by creating **Work** **Breakdown Structure (WBS)** and **Critical Path Analysis (CPA)** and milestone list using **MS Project** and **JIRA**
* Collaborated with **SME’s** to understand **Key Performance Indicators (KPI’s**) and **Service Level Agreements (SLA’s)**
* Created multiple deliverables such as **Business Requirements Document (BRD)**, **System Requirement Specification (SRS)**, **Functional Specification Document (FSD)**, **Project Charter**, **Project Plan, Requirements Traceability Matrix (RTM)** and **RACI matrix** thereby possessing a broad knowledge of documenting and presenting the deliverables at every milestone.
* Profound knowledge of **Agile Scrum** framework including **Scrum Ceremonies** like **Backlog Grooming**, **Release planning**, **Sprint Planning meeting**, **Daily** **Scrum**, **Sprint Review meeting** and **Sprint Retrospective**. Efficiently documented various **Scrum Artifacts** such as **Product Backlog**, **Sprint Backlog**, **Information Radiators** (Burn-up, Burn-down charts)
* Thorough knowledge in breaking down Epics into User stories using **Horizontal and Vertical Slicing** techniques by satisfying **INVEST** criteria, **Prioritizing** the user stories using techniques such as **MoSCoW**, **Kano Model, Technical risk,** and **Estimating** the user stories using techniques like **Planning** **Poker**, **T-shirt** **Sizing**, and **Relative** **Mass** **Evaluation**.
* Supported the Product Owner to define the **Product Roadmap**, **Minimum Viable Product (MVP)**, **Definition of Ready (DOR)**, **Definition of Done (DOD)** and **Acceptance Criteria** for the user stories to be included in the development process
* Designed **High Fidelity**, **Low Fidelity prototypes**, **Mockups** and **Wireframes** to visually represent the requirements to the stakeholders for better understanding of the outcomes using tools like **Balsamiq** and **Adobe** **XD**
* Highly Proficient in creating **Unified** **Modeling** **Language** (**UML**) diagrams like **Use** **Case** **diagram**, **Sequence** **diagram**, **Activity diagram, Business Process Modeling Notation diagram (BPMN)** using **Lucid Chart** and **MS Visio**
* Created **Entity-Relationship Diagram**, **Conceptual** and **Logical Data Model** by identifying various entities and relationships and proficient in **data modeling**, **data integration** and **data migration**. Actively involved in **Source System Exploration**, **Data** **Mapping**, **Data Profiling**, **Data Cleansing**, **Data Validation**, **Data** **Extraction**, **Transformation** and **Loading** process.
* Explicit knowledge of **Data Warehousing** Architectures like **Enterprise Data Warehouse (EDW)**, **Operational Data** **Store**, **Data Marts** and **reporting** tools like **Tableau** and **Power** **BI** to drive operational intelligence. Performed **Online Analytical Processing (OLAP)** operations like **Drill Down**, **Roll-Up**, **Slice** & **Dice** and **Online Transactional Processing (OLTP)**.
* Knowledge of using **SQL** queries such as **Joins**, **SELECT**, **Order** **by**, **Group** **by**, **Rollback**, **Commit** and **Aggregate** **functions** such as **Count**, **Min**, **Max** to extract data from different database for data analysis and data validation.
* Worked with various **Application Programming Interface (APIs)** and documented and tested multiple API’s using **Swagger** and **Postman** under various architectures like **Three-Tier Architecture** and **Service Oriented Architecture (SOA)**
* Assisted the QA team in creating Testing Artifacts like **Test** **Plan**, **Test** **Cases**, **Test** **Scenarios**, **Test** **Scripts** and **Integration testing**, **Regression testing**, **Load testing**, **Performance** **testing** and managed defect tracking by maintaining defect logs.
* Involved in **User Acceptance Testing** to ensure that the system meets the client’s requirement and for getting feedback.
* Experience with working in **Test Driven Development (TDD**) and **Behavior Driven Development (BDD)** environments.

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| Domain | Enterprise Resource Planning, Customer Relationship Management, Order Management, Inventory Management, Warehouse Management, Demand Forecasting |
| Methodologies | Waterfall, Agile- Scrum, Scrum-Waterfall, Spiral, Kanban, Scrumban |
| Business Skills | Business Requirements Elicitation, Change Request Management, Impact Analysis, JAD Sessions, Project Planning, Project Scheduling, Conflict Management |
| Business Modelling Tools | MS Visio, Balsamiq, Lucid Chart |
| Project Management Tools | JIRA, HP ALM, MS SharePoint, Confluence, MS Project |
| Testing Tools | HP-QC, Cucumber, Load Runner, Postman, Swagger |
| BI and Reporting Tools | Tableau, Power BI, MS Office Suite (Excel, Word, PowerPoint) |
| Architecture/Framework | Service Oriented Architecture (SOA), 3 Tier Architecture, N-Tier Architecture |
| Databases and ETL Tools | Oracle, MS SQL Server, Informatica Power Center and Cloud |
| Data Warehousing | Enterprise Data Warehouse, Data Marts, Data Modeling, ETL, Amazon Redshift |
| Languages | HTML5/CSS3, XML, C/C++, SQL, JavaScript, JSON |

 **Skills:**

**Professional Experience:**

**Johnson & Johnson |** Bridgewater, New Jersey **May 2020 - Present**

Sr. Business System Analyst

The scope of the project was to implement a business intelligence system by building a cloud-based Amazon Redshift data warehouse that integrates data scattered across different sources. The aim was to provide the end-to-end visibility of supply chain process that helps in optimizing the supply chain operations by providing comprehensive and real time intelligence insights which will be used to make effective merchandising decisions.

**Roles and Responsibilities:**

* Performed extensive **Document** **Review** and **Observation** to develop an in depth understanding of business processes.
* Interviewed **Subject Matter Experts (SME’s)** and Conducted **Joint Application Development (JAD)** sessions with the business stakeholders, development team, analytics team to analyze and validate business requirements.
* Performed **GAP Analysis** by understanding **AS-IS** process and collaborated with the team to design **TO-BE** system using **MS Visio** based on requirements and assisted **Product Owner** to conduct and document **SWOT** **analysis.**
* Created **activity diagram**, **Use Case diagram** using **Lucid Chart** and deigned **Mockups** and **Wireframes** using **Balsamiq**.
* Actively participated in the **Scrum Ceremonies** like **Backlog Grooming, Release Planning, Sprint Planning, Daily Stand-ups, Sprint Review and Sprint Retrospective meeting** and assisted the product owner in creating Product roadmap.
* Collaborated with the Product Owner in breaking down the epics into **User Stories** using slicing techniques and defined **Acceptance Criteria** for user storiesto validate **Potentially Shippable Product Increment** **Criteria** using **JIRA**
* Assisted the Product Owner and the development team closely in prioritizing and estimating the **Product Backlog items.**
* Assisted the Scrum Master to create and document **Information Radiators** such as Burn-Up, Burn-Down charts.
* Extensively involved in **Source System Exploration** such as ERP, CRM and performed **Data Profiling** and **Data cleansing**
* Defined the data flow between source and target system by creating **the Data Mapping Specification document**
* Identified various **facts** that the user wants to measure and **dimensions** that needs to be analyzed based on the requirements.
* Assisted the development team in performing different **transformations** such as source qualifier transformation, filter transformation, joiner transformation and loaded the data into target system Amazon Redshift using **Amazon Glue.**
* Assisted in designing **dimensional model** and **schemas** to help development of an accurate Data Warehouse Structure.
* Performed various **OLAP operations** such as **Roll Up**, **Drill Down**, **Slice**, **Dice** and **Pivot** to analyze the data.
* Assisted QA team in creating testing artifacts and facilitating **Regression Testing, Integration Testing,** and **Smoke Testing.**
* Coordinated with testing team in **User Acceptance Testing (UAT)** to ensure that the system meets the business requirements
* Actively involved in maintaining the agility board to track the different **issues and bugs** using **JIRA.**
* Extensively used **SQL queries** to access and analyze database system using joins, subqueries, and aggregate function.
* Assisted the team in creating web application user interface (UI) using Java script based on the end user requirements.
* Created **reports** like **sales report, inventory report**, **forecasting report** by connecting tableau to redshift for real time analysis**.**
* Actively involved in identifying the APIs, created **API specification document** using **Swagger** and tested using **Postman.**

**Environment:** Agile-Scrum, Jira (v.8.2), Amazon Glue, Confluence (v.7.1), Balsamiq, Lucid Chart, Amazon Redshift, Amazon S3, HTTP(s), JavaScript, Oracle database, Postman, Swagger, SQL, Tableau (2019.2).

**United Parcel Service |** Warren, New Jersey **March 2019 – April 2020**

Sr. Business System Analyst

The aim of the project was to implement NetSuite ERP to unify the data that is scattered in different legacy systems such as planning, procurement, order management, logistics, finance, and delivery. The client can monitor the real-time information on internal core business processes and every department have access to updated same accurate data.

**Roles and Responsibilities**

* Gathered end user business requirements through **interviews** and conducted requirement **workshops** with the business stakeholders to understand and document the business purpose and developed business rules for data migration.
* Created **AS-IS** process workflow and **TO-BE process** using **MS Visio** and conducted **GAP analysis** as and when required.
* Acted as the liaison and provided operational support between business and internal team during the migration process.
* Prepared **Data Migration Plan** including migration risk, milestones, quality, and business sign-off details.
* Acted as proxy scrum master and facilitated scrum ceremonies and assisted product owner in product vision discovery phase.
* Identified the data that needs to be migrated by **source system exploration** along with the transformation logics.
* Developed **Data Mapping document** by identifying the source and target system requirements including transformation rules.
* Assisted the data modelling process by creating **Conceptual** and **Logical Data model** in the form of entities and relationships.
* Examined source data systems and used SQL queries to pull data from various sources system (order management, logistics data, etc.) as a part of Data Profiling to analyze the source data and Data Cleansing to fix/remove the incorrect/duplicate data.
* Assisted the team in using **Informatica PowerCenter** for **Extraction**, **Transformation** and **Loading** (**ETL**) process
* Conducted data migration to NetSuite using **NetSuite import/export wizard** from different source systems.
* Created saved searches, reports, KPIs and customized user dashboards specific to the user role and access level.
* Worked along with the testing team in creating acceptance test based on behavior driven development framework
* Assisted the testing team in creating **Test Plan, Test Cases, Test Scenario** and in documenting test results
* Prepared Go-live environment and performed **data migration audit**, **data** **reconciliation** and managed the defect/audit log.
* Developed **end** **user manual** and provided **training** sessions for the users to help them transition over the new system.

**Environment:** Agile-Scrum, NetSuite, Oracle database, Jira (v.7.7), SQL, Informatica PowerCenter (v.9.6), Postman, Confluence (v.6.9), MS Visio 2016, MS Excel, Java, Power BI

**Staples |** Boston, Massachusetts **May 2017 – December 2018**

Business System Analyst

The aim of the project was to implement a CRM platform by integrating Oracle E-Business Suite with Salesforce. This new platform would be used for viewing the complete lifecycle of customers from prospects to account management resulted in increased sales by providing better coordination between different systems.

**Roles and Responsibilities:**

* Elicited the requirements using JAD sessions and interviews to understand the requirements and benefits of the new system.
* Performed **Document analysis** to understand the AS-IS state and then analyzed the gap between AS-IS and TO-BE system.
* Created **UML Diagram** such as Activity Diagram, Sequence Diagram and Use Case Diagram using **Balsamiq**.
* Broken down the epics into **User Stories** and defined **Acceptance Criteria** and **Definition of Done (DOD)** using **JIRA**.
* Worked along with the product owner in maintaining product backlog and actively participated in scrum ceremonies.
* Prepared **Data Mapping Specifications** (Source to Target Mapping document) including business logic and transformation rules.
* Worked on various Salesforce.com standard objects like **Accounts**, **Contacts**, **Products**, **Reports** and **Dashboards**.
* Developed various SFDC Custom Applications, Custom Reports, Dashboards, Tab, and page layout permissions.
* Involved in **Data Integration Process** to Salesforce Platform using **APEX Data Loader**.
* Developed insights report using marketing cloud by analyzing click-through rates on campaigns.
* Assisted in performing Regression Testing, Smoke Testing and Black-Box Testing and **User Acceptance Testing**.
* Managed **Requirement Traceability Matrix (RTM)** and logged the defects using **HP ALM** from testing phases**.**
* Involved in API identification, documented and tested APIs like REST, SOAP using Swagger and Postman.
* Created various **Reports** & **Dashboard** to better utilize the sales, service and marketing cloud using **Power** **BI**.
* Constructed a detailed documentation and training for business user for querying and understanding the processed data.

**Environment:** Agile-Scrum, Jira (v.7.2), Oracle E-Business Suite, HP ALM (v.12.5), Balsamiq, MS Visio 2013, SharePoint 2013, Salesforce Clouds, APEX Data Loader, Oracle DB, Tableau (v.10.1), SOAP UI

**ShopClues |** Chennai, India **August 2015 – March 2017**

Business Analyst

The scope of the project was to enhance mobile application to give a user-friendly environment that would satisfy the customer needs with simple steps. The major features include voice shopping, chatbots, payment, push notifications and loyalty programs. The application would help the customers connected with the company and increased the sales.

**Roles and Responsibilities:**

* Elicited business and user requirements from business stakeholders by conducting **interviews, surveys,** and **workshops**.
* Performed **GAP Analysis** by understanding the **AS-IS** and **TO-BE** business process and created **Business Process Model**.
* Worked along with the product owner in writing user stories and maintaining product backlog items in product backlog.
* Developed **prototype** of the mobile application using Proto.io to verify the user requirements and to get feedback
* Created **UML diagram** such as activity diagram, sequence diagram and use case diagram using **MS Visio** to depict process flow.
* Actively involved in **Scrum Ceremonies** like Sprint Planning, Daily Stand-ups, Sprint Review and Sprint Retrospective meeting.
* Collaborated with the Product Owner and development team in **Prioritizing**, **Estimating**, defining rigorous **Definition** **of** **Done**, **Acceptance** **Criteria** for each of the user stories using Jira**.**
* Assisted the testing team in designing and documenting the **Test plan**, **Test Cases** and **Test Scenarios** and actively participated in **Unit** **Testing**, **Integration** **Testing**, **Regression** **Testing**, **Smoke** **testing** and facilitated **User** **Acceptance** **Testing**.
* Created user training materials and facilitated training for customer care team based on mobile application features and uses.

**Environment:** Agile-Scrum, Jira (v.7.0), Proto.io, MS Excel, Confluence (v.5.9), Load Runner, HP ALM (v.12.5), JavaScript

**Flipkart |** Chennai, India  **January 2014 – July 2015**

Jr. Business Analyst

The focus of project was to create an application which could deliver personalized ads and product recommendation based on customer behavior. This would provide a better overall shopping experience to customers through customized recommendations instead of ineffective general product suggestions.

**Roles and Responsibilities**

* Elicited the end user business requirements by interacting with business stakeholders and converted them into user stories.
* Created **AS-IS** and **TO-BE** process flow and conducted **GAP analysis** using **MS Visio.**
* Created Business Requirement Document (BRD) and Functional Requirement Document (FRD).
* Analyzed the **Business Requirements** and translated them into **User Stories** by strictly following **INVEST** criteria.
* Assisted the Scrum Master to coach the team and management scrum framework and ensured that they are following it.
* Performed **Extraction, Transformation and Loading (ETL)** activities using **Informatica PowerCenter tool.**
* Actively involved in **source system exploration** and created **Data Mapping Specification** document.
* Performed **Data Profiling** to identify the inaccuracy in data and **Data Cleaning** to resolves the resolve those inaccuracies.
* Identified various **Data Marts** such as Demographic Data, Geographic Data, Customer Details, Purchase and Content data store.
* Created **static** **reports**, **dashboards,** and other **real** **time** **report to visualize insights** using **Kibana** Data Visualization tool.
* Collaborated with the QA team in writing Test plan, Test Cases and Test Scenarios and performed **User Acceptance Testing.**
* Tracked the bugs and defects arises during development and testing by maintaining Defect Log and Bug Reports.

**Environment:** Waterfall-Scrum, JIRA, Informatica PowerCenter (v.9.5), SharePoint 2013, MS Visio 2013, SQL, Python, Cucumber, HP Quality Center, Kibana.

**Myntra |** Chennai, India  **December 2012 – November 2013**

Jr. SQL Developer

The project was to enhance the e-commerce web application and create an order tracking system for ordered goods to keep track of the orders and provide notifications as text message and email.

**Roles and Responsibilities:**

* Worked closely with business analyst and database architect in the development of conceptual, logical, and physical data models.
* Used SQL Loader in populating data to tables in database from different sources such as excel spreadsheets
* Wrote complex queries, scripts, stored procedures, triggers, and views commands to support application development.
* Ensured the performance, security and availability of data bases and handled common database procedures.
* Analyzed existing SQL queries for performance improvements and interpreted business ongoing report requirements.
* Developed and deployed reports such as Crosstab, drill-down, matrix and tabular reports, using efficient data retrieval techniques.

**Environment:** Waterfall Framework, SQL Loader, SQL Query Analyzer, SQL Server, .NET framework.

**Education**

**Bachelor of Engineering – Electrical and Electronics Engineering**

Anna University, Tamil Nadu, India