**Arun Goud R**

**Salesforce Business System Analyst**

**Professional Summary:**

* Having IT experience in the Salesforce.com CRM Platform both as Administrator and Business System Analyst Expertise at all phases of Software Development Life Cycle (SDLC) and Software Test Life Cycle (STLC) involving requirements gathering, analysis, functional design, testing and implementation in Salesforce.com.
* Proficient in dealing with the functionalities related to the Service cloud and Sales Cloud. Good understanding of Software Development Life Cycle (SDLC), Waterfall and Scrum Methodologies.
* Strong experience in all phases of Software Development Lifecycle (SDLC) using Waterfall, Agile/Scrum, RUP (Rational Unified Process) and Software Testing Life Cycle (STLC).
* Expertise in Salesforce Data Validation, Sales, Marketing, Customer Service and Support Administration.
* Proficient in Business Requirement gathering, Business Process flow, Business Process Modeling (BPM), Process Redesign, Business Process Reengineering, Business Change Management,
* Experience Working on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Quote, Activities, Reports and Dashboards.
* Experience working in Reviewing applications nearing retirement or that have retired, to ensure projects are using replacement applications to maintain capitalization of the assets
* Meticulously performed Fit-Gap analysis, User Acceptance Testing (UAT), SWOT Analysis, Cost Benefit Analysis, handled change requests and communicated them to senior management.
* Presentations of weekly progress on salesforce developments for Monthly Productions Releases. Involved in discussions with Executive management on weekly project status and overall project progress towards the target.
* Created the templates in Marketing cloud and all the required tokens associated with those templates in the Sales cloud and made it easy for the Sales cloud Users to use the templates in Sales Cloud.
* Engaged with business stakeholders to gather/analyze requirements and map them to solutions that leverage salesforce functionality.
* Experienced in all phases of Scrum, including creating product backlog, sprint planning, sprint execution, sprint review and sprint retrospective.
* Thorough knowledge of Business Processes, Business Process re-engineering, Business Requirements gathering, Process Flows and related technical processes.
* Good experience in documenting existing process, analyzing business requirements, working with requirements traceability matrix and re-engineering business processes.
* Experienced in SDLC methodology for Agile Scrum and traditional Waterfall. Well versed with agile ceremonies and agile tools (JIRA, RTC). Worked with clients and business SME’s to create business (BRD) and functional (FRD) requirements
* Experienced in prepare test cases, write test plan and be part of test team. Familiar with different types of testing such as UAT, Black/White box testing, integration testing, unit testing, etc.
* Hands on experience writing SQL Queries for Data Validation and Data Integration.
* Acquired proficiency of SQL, Tableau. Extensive knowledge of Dynamic SQL and queries.
* Highly motivated internal audit professional with Big Four background, regulatory risk & controls assurance, and internal audit.
* Experience in MBOT Mainframe Datasets for the file to provide output files in Servers.
* Effectively managed multiple offshore vendors to ensure services were performed at the highest possible levels of quality, timeliness & efficiency.
* Test Cases, Test Scripts, Test Procedures based on the Design Document and User Requirement and User Acceptance Testing (UAT).
* Proficient in using Agile Scrum methodologies, performed roles of Scrum Master following sprint/standup sessions, and used Excel extensively to write user stories, analyzed the Iteration Burn Down charts and reviewed defects.
* Experience in various software issues tracking tools like JIRA, HPALM, and Rally.
* Versatile team player with excellent analytical and presentation skills.
* Strong technical and communication skills, ability to take direction, handle multiple-tasks and work well in a team environment

**Technical Skills:**

**Methodologies:**  Agile, Scrum, Waterfall

**Business Skills:** Business Requirements Documentation, Business Process Modeling, Mapping Research Use Case Modeling, UML and Analysis, and Functional Specification

Requirements Documents, product management

**Defect Management Tools:** Jira, HP Quality Center, HP ALM

**Office Tool:**  MS Excel, MS Word, and MS Power Point

**Technical Skills:** TABLEAU, SQL, CA7 Scheduler, DB2, IBM Mainframe, SAS, JCL

**Professional Experiences:**

**Capital Once Las Vegas, NV || July 2019 – Present**

**Salesforce Business System Analyst**

**Responsibilities:**

* Gathered, Analyzed and Translated systems requirements into technical specifications utilizing UML and RUP methodology. Responsible for creating different sessions and workflows to load the data-to-Data Warehouse.
* Meet with key stakeholders to gather detailed business and functional requirements to be built into Salesforce.com.
* Created user Roles and Profiles and sharing settings.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Involved in SFDC Application (sales cloud and service cloud) Setup activities and customized the apps to match the functional needs of the organization.
* Monitored the company's sales cloud application by creating the workflows for automated lead routing, lead escalation and email alert.
* Incorporated Sales Cloud Best Practices into the solution decisions for the future state Opportunity management and order management capabilities.
* Created the templates in Marketing cloud and all the required tokens associated with those templates in the Sales cloud and made it easy for the Sales cloud Users to use the templates in Sales Cloud.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Conducted requirements elaboration sessions in salesforce CRM platform to review and validate business requirements.
* Developed and Customizing salesforce.com application based on the user needs.
* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Working on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Quote, Activities, Reports and Dashboards.
* Created AS-IS and TO-BE business process flow diagrams, integrate process flow diagrams to show end-to-end business model and business process mapping including swim lanes.
* Implemented Sales cloud and incorporated the enhanced features as required to streamline the business process.
* Documented current and future business processes, process flows, data flows
* Understand business processes, sub-processes, and related systems
* Performing UAT requirements analysis, create and execute UAT scenarios
* Involved in Design and development of Workflows rules, triggers, validation rules and other customizations with Salesforce.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Gathered and analyzed software requirements from Business Users for Retirement Services. formulated requirement documents focusing on current business process needs and future visions.
* Provided Production Support to business users regarding any and all issues regarding Retirement Services Reports
* Gathered the requirements and analyzed the potential modifications required for the retirement of applications to a vendor based front end application.
* Prioritized user stories into product backlog.
* Breaking Business requirement in to functional, non-functional and system requirements
* Analyzed business requirements into high level and low-level Use Cases, Activity Diagrams / Sate chart Diagrams using MS Visio following UML.
* Worked as a liaison between the Business User Groups and the IT Groups to ensure complete understanding of the system requirements, business impacts in Business Requirement Document.
* Analyzed and prepared project deliverables such as Project Charter, Business Requirement Document (BRDs) and Functional Requirement Document (FSDs).

**Environment:** HP Quality Center 10.0, Clear Quest, MS Office, Windows XP, Tableau, Agile Framework, Windows Vista, MS Visio, Agile/Scrum, MS Project, MS Visio, SQL, ALM.

**American Express New York, NY || January 2017 - June 2019**

**Salesforce Business System Analyst**

**Responsibilities:**

* Gathered requirements, analyzed, and documented business requirements based on the analysis of existing systems.
* Worked through the entire System Development Life Cycle (SDLC) starting from the proposal to the implementation of the system.
* Created the templates in Marketing cloud and all the required tokens associated with those templates in the Sales cloud and made it easy for the Sales cloud Users to use the templates in Sales Cloud.
* Prepared Business Workflow models that cover "How" business processes are accomplished.
* Customized Page Layouts for Salesforce.com Standard and Custom objects.
* Created custom report types and generated report using the report types.
* Good experience in Salesforce.com Configuration of roles, profiles, user accounts, implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Identified, captured, defined, and analyzed business processes/requirements
* Analyzed firm’s business processes using workflow diagrams, process diagrams
* Gathered the functional and business requirements by conducting JAD sessions.
* Developed a web-to-lead functionality to vertrue.com site which directs leads to Salesforce
* CRM.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Configured security and organizational hierarchy for sales for salesforce implementation.
* Customized page layouts for Salesforce standard and custom objects.
* Customized Page Layouts for Salesforce.com Standard and Custom objects.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Compared and analyzed the daily data feeds and managed the retirement of the older application
* Established and maintained traceability matrix until business requirements were signed off.
* Using MS-Visio analyzed business requirements and process through Use Cases, Class, Sequence, and Activity diagrams, and adapted UML standards to define modularized Data Process Models.
* Worked in Agile environment allowing teams to deliver project piece-by-piece and make rapid adjustments as needed.
* Good understanding working in Agile and bringing projects to completion.
* Created defect tracking using HP QC and JIRA and reviewed them in subsequent iterations of the application development process.
* Analyzed requirements and worked closely with the project manager to prepare documents such as Business Requirements Document BRD and System Requirements Document SRD.
* Created Test-Plans and Test Cases, execute test cases to ensure that business requirements were met correctly.
* Elicited and gathered user and business requirements through open ended discussions and brainstorming.
* Provided support and participated in change management at department and end user level conducting change analysis, coordinate new changes into user stories and prioritize them into the product backlog.
* Created workflows in Visio to depict the process flow of the application.
* Elicited, analyzed, validated and documented user, functional and non-functional requirements, business rules, and business process models (workflows and use cases)
* Translated requirements into user stories using Agile methods and processes.
* Partnered with department management to evaluate and make recommendations to update department workflows, processes and procedures to improve productivity
* Demonstrated experience collaborating remotely with agile development teams and project stakeholders.
* Performed the data in the source system(s) by writing SQL statements
* Developed business requirements documents, functional requirements specifications, use cases and workflows. Business Process Analysis.
* Elicited and gathered user and business requirements through open ended discussions and brainstorming.
* Gathered the functional and business requirements by conducting JAD sessions.

**Environment:** SCRUM-waterfall Hybrid, Jira7.0.5, Version one, MS office suite, Tableau, Agile/Scrum, Agile Framework, SQL, ALM, HPQC, UML, Tableau.

**The Real Real Sanfransicco, CA || September 2015 – November 2016**

**Salesforce Admin Business Analyst**

**Responsibilities:**

* Worked with all the stakeholders to design Business Technical requirement Document (BTRD) and produce necessary documentation for implementation and Quality team.
* Work in collaboration with key business stakeholders from Field and Corporate to manage development of business requirement.
* Worked with various salesforce.com objects like Accounts, Contacts, Leads, Campaigns, Reports, and Dashboards.
* Worked closely with Sales Cloud and Service Cloud team to identify prospective users and creation of Case when User tries to use any self-serve features and faces issues with existing system.
* Developed baseline test cases in support of product/solution offerings based on specified business requirements.
* Actively participated in defining scope of project, gathering business requirements, and documenting them.
* Analyzed and prioritized user and business requirements as system requirements that must be included while developing the software
* Co-authored business requirements document with the business users. Discussed and refined business requirements from business users and team members.
* Developed business processes, use cases, scenarios, tasks and workflow analysis.
* Implemented UML methodologies to design use cases, workflows and swim lane diagrams
* Created use cases, workflows/process flows and swim lane diagrams
* Worked closely with the relevant business partners and personnel to collect, define, and document detailed business requirements into a business requirements document
* Ensured all bugs, requirements, mockups and test cases are logged with adequate information into JIRA to assist developers and the team in developing a sound product based on customer standards.
* Translated high level requirements into functional and technical user stories in JIRA.
* Created acceptance criteria for functional and technical user stories in JIRA.
* Full lifecycle management of business requirements Initiation, development, review, sign-off
* Performed GAP analysis of Business Rules, Business and System Process Flows, User Administration, and Requirements.
* Developed user stories with project teams. Extracted, discussed, and refined business requirement from business users.
* Assisted in the elicitation and authoring of requirements, therefore, Business Requirements, User Requirements, Functional Requirements, Non-Functional Requirements, Systems Design Specification (SDS) and User Stories.
* Implemented the full project lifecycle SDLC phases including requirements gatherings, development, and quality assurance.
* Created BRD documentation along with various workflow diagrams and Functional diagram for business process on MS Visio to provide a deeper understanding of the various systems involved.
* Created workflows in Visio to depict the process flow of the application.
* Analyzed existing Excel based data conversion tool, providing guidance on streamlining and enhancing code.
* Authored various UML diagrams, Activity flow diagrams, Use-case diagrams, Use-case Narratives, Data flow diagrams, Communication Diagrams, Sequence Diagrams, and static prototypes using MS-Visio.
* Prepared workflow use-case diagrams and analyzed AS IS and TO BE scenarios, designed new process flows and documented the business process and various business scenarios.
* Developed Excel Add in to import, validate, and reformat tabular data extracted from a PDF file.
* Acted as lead analyst for new Sox compliant functionality to meet client's audit regulations; audit controls and four eyes approvals.

**Environment:** MS Office, MS Project, MS Visio, SQL, Rational Unified Process (RUP), Agile/Scrum, Rational Suite (Requisite Pro, Clear Quest

**UHG Minneapolis, MN|| September 2012 – October 2015**

**Mainframe Data Analyst**

**Responsibilities:**

* Experience in MBOT Mainframe Datasets for the file to provide output files in Servers.
* Experience in Running Business (Consumer and Commercial) Reports in Daily basis, Weekly basis, Monthly basis
* Experience in Monitoring and preparing reports from production jobs such has list of Frequencies and volumes of the population from the production jobs.
* Experience in Initiating Monthly Initiation for Daily Delinquency report formats, and TCPA job control processing.
* Experience in Developing and document Business Requirement Documents (BRD), Functional Requirement Documents (FRD), System Requirement Specification (SRS), Requirement Traceability Matrix (RTM), Gap analysis "AS-IS" and "TO-BE", process workflows etc.
* Experience in various software issues tracking tools like JIRA, HPALM, and Rally.
* Expert at using Microsoft Office Tools like MS Word, MS Excel, MS project and Power Point for Documentation, Reporting and Presentation
* Highly motivated internal audit professional with Big Four background, regulatory risk & controls assurance, and internal audit.
* Responsible in Consolidating Data from Mainframe Source files to Produce Customer, Commercials and Consumer Reports in Daily, Weekly, Monthly, Quarterly basis.
* Responsible for Monitoring, Validating Operational reports in the Production Environment.
* Developing several reports using SAS, JCL to be presented in Excel as well as Web reports.
* Demonstrating the ability to move from one sequential assignment to the next (work environment and priorities can change quickly depending on business needs).
* Experience with major querying tools desired
* Experience with Mainframe, JCL, SAS, SQL, CA7 scheduling, HPSM
* Ability to communicate strategies and processes around architecture to cross-functional groups and senior levels.

**Education:**

**Master’s in Computer Science from Virginia International University. Fairfax, VA**