


# DEEPKUMAR RAITHATHA

## SALESFORCE BUSINESS ANALYST

 PUNE, MH, 411057

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- 3x Certified Salesforce Business Analyst with experience in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs. Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
- **Over 5 years** of experience in I.T., 2 + Years working as Salesforce Business Analyst and ERP Consultant in Salesforce.com.



### Skills

- Validation Rules, Declarative Programming
- Salesforce Configuration and Reporting



### Work History

2018-07 - Current

- **Salesforce Business Analyst**

*Wipro Technologies, Pune, MH*

- Worked closely with the development team to customize, develop, design and manage ongoing system solutions to meet the organization's goals
- Customized various Salesforce.com Standard Objects Leads, Account, Cases, Reports and custom objects
- Developed document working prototypes and workflow diagrams to facilitate better system understanding
- Experienced in Scoping Phase, Gap Analysis, Testing, and Implementation Phase.
- Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
- Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects.
- Expert in generating and analyzing custom reports and dashboard for management and various business unit personnel to provide detail information on key performance indicators.
- In charge of conducting the UAT with the Business users, and gathering feedback and providing the same to the Development team
- Reviewing the test cases provided by the QA team, and providing

2017-08 - 2018-07

feedback.

- 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.
- Created workflow rules and defined related tasks, email alerts, and field updates.
- Strong knowledge & experience working in teams implementing Agile Methodologies.
- Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
- Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.
- Possess comprehensive understanding of CRM business processes like Account Management, Case Management, Quote, Forecasting, and Call Center.
- Interacted with various business team members to gather the requirements and documented the requirements. Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.

## ● **Salesforce Consultant**

*Wipro Technologies, Pune, MH*

- Created Custom objects and fields- Cases, Locales, Product Test, Product Test Registration, FAQs, Vouchers etc.
- Configured security and organizational hierarchy for Community for salesforce implementation.
- Customized page layouts for Salesforce standard and custom objects.
- Configured Reports for custom objects and associated them to Dashboard.
- Involved in Design and development of Workflows rules, triggers, validation rules and other customizations with Salesforce.
- Administered Salesforce CRM applications for Service, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity.
- Created APEX triggers, classes, test methods and visual force pages to implement custom functionality.
- Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.
- Used SOSL and SOQL queries during the data migration and custom development.
- Customized agile methodology in a service based, reverse mortgage specialized for seniors.
- Analyzed the business processes for the three divisions in the organization that are using sales force.
- Redesigned the old salesforce architecture to new design based on best practices.
- Organized business and end user meetings for discovery, business needs

2015-08 - 2017-08

gathering and gap analysis.

- Set up visibility securities like roles, profiles, field level securities. Set up person accounts in sandbox.

## **Salesforce Consultant**

*Wipro Technologies, Pune, MH*

- Closely worked with Salesforce.com consultants while implementing the solutions needs for organization.
- Designed Custom application interface using VisualForce API and Apex Classes.
- Designed, developed and deployed the custom objects, page layouts, custom tabs, components, VisualForce pages, apex classes to meet the needs of the application.
- Created various custom reports for standard objects as well as custom objects to give complete detail overview of User (Account) Registrations, Product Test Registrations and customer insights report.
- Created email templates and inbound emails for clients and customers.
- Used Data Loader for loading the data.
- Developed business documents for Salesforce.com Custom objects.
- Created documentation for process builder, workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement the business logic.
- Provided support ongoing salesforce.com maintenance and administration services including periodic Data cleansing, Custom objects, Workflows and Triggers.
- Primarily involved in developing a business model for developing the lead generation.
- Developed the scope and vision documents that defined the primary goals, objectives and scope of the project.
- Identified various business processes and developed process flow diagrams for the business processes and validated the same with SMEs. Developed prototypes for the UI and also helped in development of screen navigation flows.
- Worked with various Salesforce.com objects like Accounts, Contacts, Leads, Cases, Reports and Dashboards.
- Designed and documented about – Custom Tabs, Objects, PickLists, Dependent picklists, Validation Rules, Workflows and Triggers.
- Created Page layouts, Search layouts to organize fields, custom links, related lists and other components on a record detail and edit pages.
- Participated in conducting UAT for the business users.
- Facilitated in Production deployment activities.

2012-06 - 2015-05

2016-01 - 2019-12



## **Education**

### **Bachelor in Computers And Applications: Computer Science**

*Rosary College Of Commerce And Arts - Goa*

### **Masters in Technology: Computer And Information Sciences**

*Birla Institute Of Technology And Science, Pilani - Pune*



## Certifications

- Salesforce Certified Administrator
- Salesforce Certified Platform Developer I
- Salesforce Certified Community Cloud Consultant
- ServiceMax 101