**Nikhila Tekulapalli**

**Salesforce Business Analyst** 

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**Accomplishments**

Salesforce Business Analyst with 7+ years of extensive and diversified experience in Child Support**,** Financial, Insurance, Banking industries. Worked with key stakeholders for creating and prioritizing User Stories for various projects and releases. Mentored and worked with the team of developers and guided to follow best practices. Worked on documentation of the application, played a key role in Knowledge Transfer of the applications to the client’s technical teams, created training Manual, User Guides and trained users on the application and maintained the updated documentation.

**Professional Summary**

* Extensive experience in implementing all phases of **Software Development Life Cycle (SDLC)** and methodologies like **Agile, Scrum** and **Waterfall Methods**.
* Strong Requirements gathering experience using **JAD Sessions, White board sessions** & Conducting User Interviews, and preparing functional documents like **Use Cases, Software Requirements Specifications (SRS)**.
* Facilitated scrum ceremonies such as **Product Backlog meeting, Daily Scrum meetings, Sprint Planning meeting, Sprint Review meeting and Retrospective meeting** and Extensive knowledge in maintaining **Product** **backlog**.
* Experienced in **Root cause Analysis**, **Gap Analysis, Testing, and Implementation Phase**.
* Experience in **Functionality Testing, System Testing, Integration Testing, Regression Testing, User Acceptance Testing (UAT) and** Maintenance testing in various projects.
* Implemented QA methodologies and developed **Test cases, Test Plans, Test scenarios and Test Scripts** to meet product’s business requirements.
* Experience working on **Salesforce Classic and Salesforce Lightning.**
* Experience in conducting various elicitation techniques like **One-one session, Group sessions, Prototyping, SWOT Analysis, User Stories & Brainstorming** and Document Analysis with business to gather requirements, **GAP Analysis** using **AS-IS** and **TO-BE Business processes**.
* Experience in Designing **detailed user interface blueprints** and **“mockup” wireframes** to enhance the scope of the project.
* Extensive knowledge of Salesforce.com implementation cycle in **Sales Cloud, Marketing Cloud, Service Cloud**
* Experience creating **objects Relationships** and **Created page layouts, search layouts** to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented **picklists, dependent picklists, lookups, master detail relationships and other fields using different Data Types** to the custom objects.
* Expert in generating and analyzing **custom reports and dashboard** for management and various business unit personnel to provide detailed information on key performance indicators.
* Documented **User Manuals and Business Rules.**
* Contribute to development of deployment and **communication plans**. **Develop customer communications, training, and job aids to assist in successful business transitions**.
* Developed process enhancements through automations including **Workflows and process Builder.**
* Experience in Salesforce configuration work like **Sharing Rules, Roles, Profiles, Email templates, Validation rules, Permission sets.**
* Excellent communication and interpersonal skills, accustomed to working in both large and small team environments.

**TECHNICAL SKILLS:**

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| --- | --- |
| Business Analysis Tools | Agile, Scrum, Waterfall, SDLC, User Stories, SMART Requirements, RACI Matrix, MS Project, MS Office, MS Visio, Requirement Traceability, SWOT, JIRA, TFS, Sketch, Wire framing, Gap Analysis, Prototyping, Use Case diagrams. |
| Salesforce Technologies | Salesforce CRM, SOQL, Visualforce Pages, Custom Objects, Sales Cloud, Service Cloud, Marketing Cloud, Chatter, Community Cloud, Commerce Cloud. |
| Salesforce Configuration Skills | * SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development * Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation * Reports, Dashboards, Formula Fields and Cross Object Formula Fields * Overall User Management, Security and Sharing Model * Translation workbench |
| Database | MS SQL Server, MySQL, MS Access. |
| Data Management Tools | Data Loader, Import Wizard, Demand Tools, Work Bench. |
| Other Tools | HP Quality Center, JIRA, SharePoint, ClearQuest, RTC, Smart Draw, IBM RQM, Service Now, Service Manager, Cherwell, MS Teams, Chatter, Snag It, Salesforce Sandbox, |
| Certifications | Salesforce Certified Administrator, Salesforce Certified Platform Developer 1 |

**PROFESSIONAL EXPERIENCE**

**Salesforce Functional Analyst Oct 2021 – Present**

**State of Arizona- ATLAS Project (Deloitte)**

Roles and Responsibilities:

* Gather business requirements and translate them into Salesforce changes and enhancements.
* Independently review requests and troubleshoot issues to understand technical deficiencies of the product, define root causes, and implement proactive resolution design or solution.
* Develop reports, dashboards, and processes to continuously monitor data quality and integrity.
* Train users on system functionality and new features.
* Work on maintaining data quality through ongoing data analysis, record maintenance, and other related tasks, and identify and implement process improvements that contribute to improved data quality.
* Make recommendations to improve efficiencies through development and adoption of best practices and standardized procedures.
* Provide sales support as needed including acting as a subject matter expert.
* Continuously improve Salesforce.com skills through professional development.
* Sales Cloud, Service Cloud, Objects, Validation rules, Workflows Approval process, workbench, Sales Cloud, Service Cloud, Marketing Cloud, Data Loader, Data Import, Business rule, Organization wide defaults, Role hierarchy, web API integration.
* Implementation of Custom Objects, Custom Tabs, Workflow Rules, and Role based Page Layouts and Record Types, Approvals, Assignment Rule and implemented Security and sharing rules for fields, object & records.
* Implementation of various advanced fields like Pick lists, Custom Formula Fields, Many to Many Relationships, Lookups, Master-Details, Field Dependencies, Validation Rules, Workflows, and Approval Processes for automated alerts, field updates & Email generation according to application requirements.

**Salesforce Analyst Nov 2020 – Sep 2021**

**Genworth Financials, Richmond, VA**

Roles and Responsibilities:

* Worked closely with the business and project team members to evaluate business needs, define and prioritize requirements for the implementation of Salesforce instance
* Prepared Business Requirement Document (BRD) and Functional Requirement Documents (FRD) and communicate the same to the design & development to team for smooth functioning of the application development process.
* Created Profiles and Roles based on Organizational role hierarchy, implemented Record-Level and Field-level security by creating Public Groups and sharing settings.
* Created Custom Objects, Fields and Record types to facilitate different business processes, picklist values, and page layouts to different users helps in tailoring business processes to different users.
* Customized application business logic using declarative programming like Formula fields, Validation rules, Workflow rules, Approval process, Record Types, Picklist, Dependent Picklists, List views.
* Created various Workflows, Email Templates in text & HTML, Tasks, Email Alerts and Field Updates to automate the business process and Approval process to automate the records approval.
* Created a Process Builder to automate complex business processes.
* Closely monitored the Testing, Performed System Integration Testing’s (SIT), Facilitated UAT Sessions with business, worked on defect life cycle using SharePoint.
* Deployed all the changes and new enhancements to production or other environments using the change sets.
* Tracked the identified system problems through resolution and provided day-to-day technical support via daily administration of IT Salesforce Support Cases, investigating, resolving or prioritizing cases for ingestion into the development cycle.

**Salesforce Analyst/Administrator Oct 2018 – Aug 2020**

**Millennium Trust Company, OakBrook, IL**

Roles and Responsibilities:

* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology Projects, enhancement and initiatives.
* Worked closely with developers to customize and develop, design and manage ongoing system enhancements to meet the organization’s goals. Worked as Scrum Masters for enhancement projects
* Worked closely with Product Owners, coordinating Product Backlog grooming and story estimation.
* Presented business stakeholders with periodic demos to showcase the functionalities being built within SFDC.
* Worked on Field Service lightning (FSL), which is an extension of Service Cloud that provides a comprehensive view of workforce management. This is used to help organizations better track customer service calls from the call center agent, through the dispatcher console, to a completed service appointment from a mobile employee.
* Planned testing strategy, created and signed off test-script, executed User Acceptance Test.
* Created user Roles, Profiles, sharing settings and worked on Object Relationship.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules for automating business logic.Created workflow rules and defined related tasks, email alerts, and field updates and used Process builder and Flows when it was needed.
* 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 Service, Sales, Community and Marketing projects.
* Implemented picklists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Provided Knowledge transfers/ training to the support teams.
* Used Data loader and Work Bench for all data adding, updating, deleting and exporting data.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.

**Business Analyst Apr 2017– Aug 2018 Wolters Kluwer, Atlanta, GA**

Roles and Responsibilities:

* Interacted with Business Users to gather Requirements and analyzed the feasibility of their needs by coordinating with the project manager and technical lead.
* Prepared graphical depictions of Use Cases, Use Case Diagrams, State Diagrams, Activity Diagrams, Sequence Diagrams, Component Based Diagrams, and Collateral Diagrams and creation of technical design (UI screen) using Microsoft Visio.
* Performed Gap Analysis of the processes to identify and validate requirements.
* Designed the business requirement collection approach based on the project scope and SDLC Methodology.
* Used Scrum Related tools such as JIRA Green hopper to document and visualize stories, tasks and measure performance through burn down charts/ velocity charts.
* Maintained meeting notes and presented weekly status reports on the project using Business Object Crystal Report.
* Captured Requirements through detailed discussion from client and project managers.
* Experienced in designing, documenting and reviewing business documents like (BRD) Business Requirement Document, FRD (Functional Requirement Document), (SRS) and Systems Requirement Specifications.
* Competent in creating Unified Modeling Language (UML) diagrams for Business Process Modeling like Use Case Diagrams (UCD), Activity Diagrams (AD), Data Flow Diagrams (DFD), and Flow Charts (FC)
* Created test cases and facilitated sessions and prepared supporting application documentation and end user process manual and training documentation. Experience of working on Business, and Functional requirements.
* Ensured all documentation standards are followed and maintained on a regular basis.
* Facilitated Brainstorming/ JAD sessions and worked closely with analysts to understand the business requirements and translate them into IT Functional Designs.
* Worked with QA team to design test plan and test cases for User Acceptance Testing (UAT).

**Business Analyst/ Salesforce Analyst Feb 2013 – July 2015 Berkadia Commercial Mortgage LLC, Hyderabad, India**

Roles and Responsibilities:

* Worked with business users in gathering, analyzing and organizing business requirements and developing BRD’s and FRD’s. Documented and delivered Functional specification document to the project team.
* Interacted with various business team members (JAD Sessions) to gather the requirements and documented the requirements.
* Directly responsible for managing the full implementations of Salesforce through the System Development Life Cycle using an agile approach to ensure customer success.
* Performed GAP Analysis to develop business requirements, created Use Cases, Functional requirements, Business Rules, Developed wireframes using MS Visio.
* Performed Regression testing and created test scenarios for User Acceptance Testing (UAT). I also wrote test plans and test cases of the business process or application.
* Ensured that the requirements, enhancements and defects for all releases have been developed, fixed and tested by creating traceability matrices between the project artifacts.
* Performed data mapping and migration of data from legacy systems to Salesforce.com Objects and fields, which include massive import and export of the data.
* Assisted in designing and creation of training material and conducted internal training sessions for business users on Salesforce technology functionalities.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Reports and Opportunities.
* Developed Reports, Custom report types, Dashboards and process to continuously monitor data quality and integrity.
* Customized page layouts for Opportunity, Contacts, and Accounts depending upon user roles, and groups.
* Responsible for creating Sharing rules among all the users in Different Roles and Subordinates.
* Created Custom Report Types for the recreation of Join reports.
* Managed the flow of day-to-day work including weekly reporting to business.
* Maintained multiple user roles, security, profiles, workflow rules, etc. Supported, trained new end users on the One Commute, Salesforce.

**Process Executive Sep 2010-Dec 2012 Urenok Solutions, Hyderabad, India**

**Roles & Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Participated in Requirement Gathering Sessions & JAD Sessions.
* Responsible for documenting user stories, business rules, workflow diagrams and business process Modeling (BPM) for the proposed functionality. Closely worked with the Scrum Master in the burn-down chart, task board updates and Product Backlog reconciliation.
* Reviewed Test case, Test data and Test Scenario to make sure testing should perform properly.
* Closely monitored the Testing, Facilitated UAT Sessions, worked on defect life cycle using JIRA.
* Actively participated in Post Production Validation and handled issues appropriately

**EDUCATION**

**Master of Science in Project Management Graduated: Dec 2022**

University of Campbellsville, Loiusville, KY **GPA: 3.5**

**Master of Science in Business Administration Graduated: Dec 2016**

University of Dallas Irving, Dallas, TX  **GPA: 3.9**

**Bachelor’s in Computer Science and Engineering Graduated: Jun 2010**

JawaharLal Technological University, Hyderabad, India **GPA: 3.5**

**CERTIFICATIONS**

* Salesforce Platform Developer 1
* Certified Salesforce administrator (ADM 201)