**ANCHAL G SINGH**

**Contact Details:** [anchalgsingh6@gmail.com](mailto:anchalgsingh6@gmail.com) | 212-470-4331

**LinkedIn:** https://www.linkedin.com/in/anchal-singh-1b1b26125/

**Address:** Hicksville, NY 11801

**Work Permit:** US Citizen

**SUMMARY**: Business Professional with a Masters in Information Systems, and around 7+ years of diverse experience in Business Operations, Sales and Business Development, & Data Analysis, Salesforce CRM and Tableau/Power BI within Marketing, Sales, Service, Customer Community Portal implementation, Administration, User and Profile Security/Visibility Protocols Development. Strengths include technical, quantitative, critical thinking, problem solving, diffusing stressful situations, relationship building, strong leadership & communication skills.

**TECHNICAL EXPERTISE**

* **Project Management** - Office 365 –Outlook, Project, Visio, Dynamics 365, Flow SharePoint. Jira, Azure Dev Ops, Test Director, Quality Center, Photoshop, Balsamiq & Bugzilla.
* **Business Modelling** - Microsoft Visio, Clear Case, Rational Rose
* **Sales force**: Setting up User Interface |Salesforce Application Customization |Security Modeling |Salesforce Data Management | Automation | Reports and Dashboards | App Exchange | Service Cloud
* **Web/Digital Analytics and Visualization** – Tableau, Power BI, Google Analytics, Adobe Analytics, Google Charts, Microsoft Excel (Dashboards, Graphs, Tables, Columns & Bar Charts, Pie Charts), Facebook Insights
* **Databases**: Oracle Business Intelligence, HR OnBase, Oracle, Microsoft Access, SQL Server Management Studio
* **Technical** - HTML, CSS, Apex, C, C++, Java, XML, SQL

**EDUCATION**

* Pace University, Seidenberg School of Computer Science and Information Systems New York, NY, Masters in Information Systems (MIS)
* Pace University, Seidenberg School of Computer Science and Information Systems New York, NY, Bachelor of Science (BS) Information Technology
* Borough of Manhattan Community College New York, NY, Associate in Applied Science (A.A.S.) degree in Computer Network Technology.

**PROFESSIONAL EXPERIENCE**

**First National Bank, NY (Remote) July 2019 - Till Date**

Salesforce Business Analyst

* Involved in Salesforce.com Application setup activities and customized the applications to match the functional needs of the organization. Worked on integration, implementation and customization of AppExchange applications such as Conga Composer, Link Point and Oracle Sales Cloud.
* Interacted with various business team members to gather and document the requirements and implemented them on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Closely worked with SalesForce.com teammates while implementing the solutions for the requirements.
* Developed several Triggers, Apex classes and Visual force pages as part of the Application Development.
* Worked on various Salesforce.com Standard Objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
* Designed, implemented and deployed Custom objects, Page layouts, Custom tabs, Components to suit to the needs of the application.
* Created various profiles and configured the permissions based on the organizational hierarchy requirements.
* Customized tabs for different business users groups and business centers.
* Experienced in the use of Data Loader and scheduling timely data backup operations using Apex Scheduler.
* Involved in handling bulk data migration for the objects like Users, Accounts, Leads, Contacts, Campaigns, Campaign Members, Quotes

**Dukal Corporation Ronkonkoma, New York May 2017 – June 2019**

Sr Business Analyst (Sales force)

* Performed statistical analysis of inventory management, material planning, forecasting, purchasing, & replenishment
* Managed inventory planning and purchasing from international vendors/manufacturers identifying variables like sales history usage analysis, trending increase in demand, unforeseen forecasting with maintaining safety stock buffer
* Data analysis of weekly Back Order report and daily Case Fill report; presented key findings in graphs and charts
* Analyzed system generated raw data for various reports like Slow Moving/Obsolete, Days of Sales Calculations, Short Dated/Expired Products, Damaged Inventory Tracker, Pvt. Labels; published them to the cross functional teams
* Handled the Damaged Inventory project; converted 35% of damaged inventory into finished goods every quarter
* Reallocated open sales order within a multi distribution network center based on the available inventory model
* Used Salesforce Chatter to provide real time notifications of changes in Accounts, Leads and Opportunities to help sales and service teams to be more efficient.
* Performed the role of Support Engineer for the internal users and helped them in getting used to the Application, generated reports and saved them for further access to the users.
* Implemented web based case management automation - Web to Case (on Case Object) to track and solve customer's issues.
* Customized the Dashboards to track usage for productivity and performance of business centers and their sales teams.

**New York Community Bancorp., Hicksville, New York July 2016 – May 2017**

Salesforce BA Consultant

* Gathered raw data from HR Information Systems: ADP, Taleo, OnBase, Aurico, Oracle Business Intelligence, and ETS. Analyzed the employee driven data on basis of their demographics, job functions, salaries, hiring rate, termination reasons etc. and presented the furnished reports to the upper management.
* Worked on various Salesforce.com standard objects like Accounts, Contacts, Opportunities, Products, Quote, Activities, Reports and Dashboards. Created workflow rules and defined related tasks, time triggered tasks, process builder, email alerts, field updates to implement business logic.
* Implemented Salesforce Apptus Contract Management add-on package allowing legal and executive teams to develop, review, track, eSign, activate, and store all new contracts.
* Created APEX triggers, classes, test methods and visual force pages to implement custom functionality. Implemented the requirements on Salesforce.com platform and Force.com IDE Plug-in using Eclipse.
* Worked with clients to implement of SalesForce's Wave Analytics program. Validate CTI call workflow integrated with other call center facing applications via IVR for billing and for speed payment.
* Created new user accounts and configure Salesforce.com to fit security needs at the user and organization levels. Customized connector between Salesforce to ExactTarget to obtain sync between sync to Unit Testing, Test Coverage and Code Review.
* Administrated and monitored the company's Salesforce CRM application. Presentations of weekly progress on salesforce developments for Monthly Productions Releases.
* Communicating with executive management on weekly project status and overall project progress towards the target. Experience in performing smoke test in salesforce and other integrated environments.

**AT&T, New York/NY August 2013- June 2016**

Sales Manager

* Updated daily sales like upgrades and new contracts on software’s like Wireless Standard.
* Helped other sales representatives resolve customer issues, keep track of stock and manage it.
* Did commission reports for three stores using Excel to send it to AT&T to get paid for the month.