**RUCHI KOCHAR**

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**Objective**

To partner with an IT services organization in the domain of analytics, which can provide opportunities that would tap into my technical, business as well as leadership skills resulting in mutual benefit as a result of symbiotic growth.

**Experience:**

**Solution Consultant** - **Kloudrac Softwares Pvt. Ltd, Noida/India - Feb 2019 till Date**

Kloudrac Software is a leading provider of Information Technology (IT) solutions for enterprise applications and is a Salesforce Gold Consulting Partner. Kloudrac provides a comprehensive portfolio of best-in-class, integration products and services to support private cloud applications, platforms, and infrastructure.

**Business Skills Highlights:**

|  |  |  |  |
| --- | --- | --- | --- |
| **C-Level mgt and Stakeholder**  **Engagement** | **BRD/FRD development** | **Value proposition and**  **Stakeholder buy-in** | **Documentation & Training** |
| **Account**  **management/ SPOC** | **Functional/Scope enhancements** | **SOW development** | **Rapid Prototyping** |
| **Solution design /SME** | **Business solution POC** | **Business**  **Process mapping** | **Testing** |

**Major Projects:**

**Radio MirchiⓇ -Lead. Business Analyst(07/20- till date**

**Overview:** Radio Mirchi, a Bennett & Coleman Co Ltd. subsidiary, is a nationwide network of private FM radio stations in India.

The goal of the project is to consolidate RM’s existing legacy sales and revenue tracking systems and processes onto one platform, powered by a Salesforce CRM solution.

**Project Contributions**

* Keep the stakeholders in tune with the progress of the project.
* As a SME,guided RM’s business users on mapping and aligning their business processes to functional modules based on (media) Industry best practices.
* Led the functional overview creation and presented a POC to stakeholders on SF Sales Cloud
* Performed Gap Analysis and suggested/created processes for better data entry, processing and presentation
* Enhanced the base functional requirements and identify opportunities to future proof the solution
* Finalized the SOW and the BRD for the project
* Configured SF’s Sales Cloud module to the proposed solution for RM.
* Performed SF Admin roles such as preparing Sandboxes, Solution deployment, Data refreshes, POC, and User Provisioning.
* Setting up Integration with SAP and Salesforce across all environments (Dev to Prod)
* Worked closely with developers on configuring Product, Price book, Proposal and Quote functionalities and Approval Process.
* Writing queries for data quality checks and process validation using SOSL and SOQL
* Testing and validating the solution from interface /UX modules to Integration points.
* Validated data and provided checks such as Validation Rules & Data limits
* Created report structures and format on Salesforce.com, for operational as well as MIS purposes
* Hands on Custom tabs, Custom Objects, Custom Fields, relationships, Page layouts & workflow rules.

**Vatika Group-Lead Business Analyst(05/2020- 10/2020)**

**Overview:** Vatika Group is amongst the leading developers in the Indian real estate industry. The goal of the project is to migrate their existing legacy CRM solution onto a Salesforce platform

**Project Contributions**

* Map and document business requirements into processes and SOW creation.
* Analyzing and managing the project risk like delayed timeline, unseen challenges, etc.
* Opportunity identification
* Suggest process enhancements and upgrades to management
* Engaging with C-level management: value propositions
* Engagement with client operational staff engagement weekly/daily for requirements gathering/ BP review/KT/Testing.
* Reviewing the necessary documentation related to the project.
* Implementing queues, security and permissions across non prod and production systems
* Hands on experience implementing Security/Sharing rules, configured Permission Sets, Field level Security, Record level Security, Profiles and Roles

**Gaana.com -Lead Business Analyst (03/2020- 08/2020)**

**Overview:**Gaana.com, a Times subsidiary, isIndia’s largest commercial music streaming service with over 200 million worldwide subscribers.

The goal of the project was to automate Gaana.com’s sales process for both the national and international markets on a Salesforce platform.

**Project Contributions**

* Coordinated all phases of the project from requirements gathering to deployment.
* Captured & documented and the requirements, goals, business needs, KPIs/KPMs and challenges of the project
* Performed gap analysis for fine-tuning the requirements
* Provided Subject Matter Expertise for overall process/functionality design
* Aided in the design /optimization of Objects and functions within Salesforce
* Instrumental in automating several manual processes using out-of-the-box tools within the Salesforce platform
* Creation of Dev and Production environments on Salesforce.com based on projected load with all the necessary integrations
* Performed End-to-end validation of data /Testing /Quality Control
* Designed reports and dashboards to support the delivery of business key metrics, using the Salesforce reporting platform
* Oversaw the training manual development and trained users to harness the platform in a more productive manner.
* Identify avenues for cost and “time to market” efficiencies

**Ameyo-** **Sr. Business Analyst (09/2019-02/2020)**

**Project Description:** Ameyo, a product of Drishti Soft Solutions, is an Indian BPO headquartered in [Gurgaon](https://en.wikipedia.org/wiki/Gurgaon), Haryana. The goal of the project is to use Salesforce as a one stop platform to provide a 360 degree view of their customers.

**Project Contributions**

* Consulting and liaising with stakeholders to gather and confirm business requirements.
* Created of the FRD & BRD to minimize scope creep while targeting business goals
* Worked on the creation of test scenarios for applications and enhancements, ensuring functional requirements are met
* Facilitated testing of new Salesforce functionality roll-outs
* Spun up/Created Salesforce Sandbox/testing/Prod orgs as needed
* Monitor and analyze site metrics, system performance, and user activity.
* Regularly audit data to uncover data integrity issues and/or opportunities for process improvements.

**Infeedo -** **Sr. Business Analyst (06/2019 - 08/2019)**

**Overview:** Infeedo is a SaaS-based analytics company that provides AI-based employee engagement solutions for enterprises.

**Project Description:** The goal of the project was to map and migrate a spreadsheet based

legacy/homegrown sales process to a Salesforce platform. The project involved multiple integrations

such as DocuSign, LinkedIn and Hubspot utilizing web services

**Roles & Responsibilities**

* Analyze & validate process maps to ensure business requirements are captured
* Provide periodic project updates to key stakeholders
* Break down business processes into functional modules for the development team
* Creating workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic
* Creating templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Create and set up user roles, privileges, profiles and groups for appropriate application access
* Bulk data loading for testing and non-prod systems
* Customizing page layouts for Opportunity, Contacts, and Accounts depending upon user roles and groups
* Implementing pick lists, dependent picklists, lookups, master detail relationships, validation and formula fields to the custom objects.
* Creation of dashboards and reports within Salesforce
* Oversight of user manual creation & provide on-site/remote user training and post-implementation support

**SKTechSols, AZ, USA - Sr. Business Analyst - Consulting(08/2018 - 01/2019)**

**Overview:**SKTechSolsis a startup company focusing on providing Cloud Business solutions for the SMB market in the US, built on platforms such as Salesforce, AWS, MS-Azure/SharePoint

**Roles & Responsibilities**

* Working with Group Realty agencies, office and apartment rentals, Bed and Breakfast units, independent and small care provider groups, dental offices etc.,
* Understanding and documenting the business requirements
* Creating process and data flows and event triggers
* Testing applications for process accuracy and adherence to standards and compliance
* Creation of roles and privileges for staff on the SF envs
* Spinning up/Building, testing non prod envs and researching Prod logs for events
* Automatic scheduling of business tools such as email alerts, appointments and issues, payments and backlog clearances.
* Performed gap analysis, w.r.t business process and workflows of the business so as to map to a cloud solution in SF or SharePoint
* Dashboard and report designs on business critical metrics
* Data analysis and presenting business metrics for maximizing ROI
* Excel pivot tables, SQL queries and Bulk data loading tools

**Celebal Technologies- Business Analyst(05/2016 - 07/2018)**

**Overview:**Celabal Technologies, headquartered at Jaipur, India, is an enterprise application and IT services implementation firm focusing on providing analytics for cloud solutions(Azure/Salesforce/AWS) using BIG data tools like Power BI

**Roles & Responsibilities**

* Liaised with the off-shore clients’ business teams and SMEs, for discovery, business process analysis, gap analysis and documentation.
* Designed dashboards and reports in Power BI with real time data feeds from ERP systems like SAP (Financials, Supply Chain & Inventory) , Salesforce(CRM & Supply Chain Management) and Oracle EBS( Supply Chain Management, Transportation Management Systems)
* Data analysis for developing business trends, regression analysis and “what-if” scenarios utilizing Power BI
* Slicing and Dicing of BI data for identifying specific pain points as well as indices impacting ROI using Power BI and Excel Pivot Tables
* Running statistical models on data to derive/establish trends and forecasting
* Documenting business requirements and developing BRD.
* Aligning unstructured data with structured data
* Supported the project management team with the project updates, schedules and brainstorming sessions.
* Successfully built consensus between various business units so as to eliminate ambiguity in business processes and reduce expensive re-dos/changes and customizations
* Utilized tools such as business analysis tools such as Cause & Effect, Delphi, personal interviews, research on industry standards & Fish Bone diagrams

**Celebal Technologies, Jaipur, India (12/2015 - 04/2016)**

**Designation: Business Development Manager**

* Client interaction for prospective opportunities/business value propositions
* Liaised with the off-shore clients’ business teams and SMEs, for discovery, business process analysis, gap analysis and documentation.
* Supported the project management team with the project updates, schedules and brainstorming sessions.
* Performed g “root cause analysis” to determine failure and performing risk analysis based on impact and probability

**Certifications and Training**

* Certified SalesForce System Administrator (07/2020)
* Certified Copado DevOps Administrator (09/2020)
* Salesforce Admin Training from Almamate(11/2018)

**Education**

* Master’s in Linguistics - German ( in progress)
* Bachelor’s in Linguistics - English Hons - Delhi University.
* Diploma in Advertising & Public Relations .
* Diploma in Creative writing in English from IGNOU in association with DCAC.

**Professional Skills**:

**Technical:** Salesforce Administrator, Copado Administrator, SQL, SalesForce Classic, SalesForce Lightning, MS SharePoint,AWS, Wireframe, Microsoft Project, Microsoft Visio, Excel Pivot tables.

**Business:** Solution Architecture, SOW Development, Estimation, Project Planning, Project Coordination, Stakeholder engagement, Business Analysis, Requirements Gathering, BP Mapping, GAP Analysis, RCA, Data Analysis, POC, Prototyping, Testing, Solution Kanbans, Use Case Development, User Training, Documentation

**Strengths:**

* Soft Skills – personal rapport, excellent negotiation skills, feel for business dynamics.
* Quick in understanding the requirements
* Team handling, successfully delivering the projects.
* Result oriented, focused, and growth-oriented.
* Good analytical skills, learning agility
* The perfect balance of oral and written communication.

**Languages Known:** English, German, Hindi, Spoken Kannada