**SAMIPA K**

**Sr. Business System Analyst**

**samipa.kbsa@gmail.com / 201-877-9317**

**PROFESSIONAL SUMMARY**

Business Systems Analyst with 8+ years of experience in various **Content Management Systems (CMS)**, **Customer Relationship Management (CRM) systems, Digital Analytics, Campaign Management**, **Data Analytics**, **Quality Assurance**, **Software Integration projects** for the Retail and Banking industries in **Digital Marketing** domain.

* Extensive knowledge on **Marketing Automation**, **Account-based Marketing**, analytics platform such as **Adobe Analytics, Google Analytics, Google Search Console, Advertising Studio, Interaction Studio, Journey Builder, Search Engine Optimization, Machine Learning and Artificial Intelligence.**
* Experienced working with various forms of **Software Development Life Cycle (SDLC)** methodologies and processes including **Waterfall and Agile** methodologies such as Scrum, SAFe, Waterfall-Scrum hybrid, Kanban and ScrumBan.
* Skilled in performing various business analysis techniques like **GAP (As-Is, To-Be) analysis**, **Impact analysis**, **SWOT analysis**, **Root Cause analysis**, Risk analysis, Feasibility analysis, Document analysis, KANO modeling and **Cost-Benefit analysis** by identifying existing technologies and documenting the enhancements.
* Adept in gathering functional and non-functional requirements by analyzing documents, interviewing stakeholders, conducting **Joint Application Development (JAD)** sessions, perform market analysis, conduct on-site observations.
* Involved in defining Project Scope, and creating project artifacts like Project Charter, **Business Requirements Document (BRD)**, **Functional Requirements Specification (FRS), Requirement Traceability Matrix (RTM).**
* Profound knowledge of **Scrum** framework including the Scrum ceremonies such as Backlog grooming/refinement, Sprint Planning meetings, Daily Scrum meetings, Sprint Reviews and Sprint Retrospectives as well as efficient in maintaining the **Scrum artifacts** such as Product Backlogs, Sprint backlogs, and the Team velocity, Burn Down, Burn Up charts.
* Proficient in breaking down Epics and Features into **User Stories** by vertical slicing that correspond with the INVEST criteria while also providing a comprehensive **Acceptance Criteria** for the stories based on the business requirements.
* Assisted PO in prioritizing using **Prioritization techniques** such as MoSCoW, Kano, 100-point methods, and assisted the team in estimating stories using **Estimation techniques** like Planning Poker, T-shirt Sizing & Relative Mass Evaluation.
* Worked with the PO to define the **Product Roadmap** along with the **Minimum Viable Product** and to review the PSPI during the review meeting deciding which features satisfy the acceptance criteria to be defined as Done.
* Sound proficiency in analyzing workflow and creating **Unified Modeling Language (UML) diagrams** such as the Use Case Diagrams, Activity Diagrams, Sequence Diagrams using tools like **MS Visio** and **Lucid Chart**.
* Proficient in creating UI/UX prototypes, low-fidelity and high-fidelity mockups and wireframes using **Balsamiq tool.**
* Experienced in collaborating with Data modelers in creating **Entity Relationship (E-R) diagrams, Conceptual data model and Logical data models** by understanding the relationships & cardinalities and implementing the Normalization process.
* Working knowledge of end-to-end **data mapping**, **data migration, data integration, data warehouse and business intelligence** solution design using **ETL/ELT** process applying business rules in the transformation phase.
* Extensive knowledge of databases, schemas, and online processing like **OLTP** and various **OLAP operations**.
* Hands on experience of various **SQL queries** (select, insert, update, and delete) for data retrieval, and validation.
* Worked on BI/reporting tools like **Tableau** and **Power BI** to generate various static, dynamic reports, and dashboards.
* Have professional exposure to **Service Oriented Architecture**, **Microservice Architecture**, N-tier, Client-Server architecture and well conversant with scripting/markup languages like Java Script, HTML, XML and JSON.
* Adept in **Application Program Interface(API) documentation** & testing using tools like Swagger, Postman, & SOAP UI.
* Worked in close coordination with the testing team in writing test plans, test cases, test scenarios and generating test reports, maintaining test data in **HP ALM** and **Confluence** and involved in defect tracking and management **(Defect Triaging)**.
* Coordinated and executed User Acceptance Testing (UAT), Functional testing, Non-Functional testing, performance testing, regression testing, smoke testing, sanity testing and Black Box/Grey box/White box testing.
* Demonstrated leadership ability in resolving issues, handle **change requests**, drive projects and meet deadlines successfully.
* Adept in **risk management** activities including risk identification, risk assessment, risk analysis and control and monitoring.

**TECHNICAL SKILLS**

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| **Business Skills** | Gap (As-is, To-be) analysis, Business Process Mapping (BPM) and Re-Engineering, Change Management, Impact Analysis, Risk Analysis, Cost-Benefit Analysis, Feasibility Analysis, ROI Analysis, SWOT analysis, KANO modeling |
| **Cloud Platform** | Salesforce Sales Cloud, Service Cloud, Marketing Cloud, SAP S/4 Hana Finance |
| **SDLC Methodologies** | SAFe, Agile-Scrum, Waterfall-Scrum hybrid, Waterfall, Kanban, ScrumBan |
| **Requirement Management** | MS Office, Jira, Rally, HP ALM, Confluence, MS SharePoint |
| **Modeling Tools** | MS Visio, Lucid Chart, Balsamiq, Adobe XD |
| **ETL Tools** | Azure Data Factory, MuleSoft, Informatica Power Center, IBM-Infosphere Information Server |
| **Data Warehousing** | OLTP, OLAP, Multidimensional Analysis, OLAP Operations |
| **Databases** | Azure SQL database, Oracle, MYSQL |
| **Defect Tracking/Testing** | HP ALM QC, Selenium, Jira-Zephyr, Cucumber, Postman, Soap UI, Swagger |
| **BI and Reporting** | Power BI, Tableau, MS Excel |
| **Query/Markup languages** | SQL, XML, JSON, HTML, CSS |

**WORK EXPERIENCE**

**The Kroger Company** Jan 2020 – Present

**Sr. Digital Marketing Business Analyst** Charlotte, NC

**Project Description:** This project involved implementing a centralized data warehouse system for the purpose of enhancing the existing legacy system by assimilating historic and new customer data from the client’s physical stores to gain insight into the customer spending pattern and keep track of the inventory in real-time with the help of IoT enabled cloud-based LED signages that the company deployed in various store locations. The goal was to offer tailored promotions in Consumer-Packaged Goods (CPG) product category based on the product performance report while enhancing instore customer shopping experience and cross selling the products using predictive analytics.

* Performed **document analysis and interface analysis** and interviewed Subject Matter Experts (SMEs) to develop an in-depth understanding of the Business Processes including business plan, products, processes, and revenue streams.
* Conducted **JAD sessions** to discuss project requirements, potential risks, assumptions, and solution architecture.
* Conducted an online customer survey to get customer insights and evaluate their current shopping experience in the stores.
* Conducted **GAP analysis** by identifying existing technologies, documenting the enhancements to meet the end state requirements, and **Market Analysis** to gather insights on latest digital marketing strategies followed by competitors.
* Interacted with other Business Analysts to document and analyze the functional and non-functional requirements.
* Created Use Case diagrams using MS Visio and designed mock-ups and wireframes using Balsamiq.
* Assisted the Product Owner to create features, vertically slicing them into **User Stories** and establishing **Acceptance Criteria** using Jira, prioritize the Product Backlog Items (PBIs) and in defining a comprehensive Definition of Done (DoD).
* Assisted the RTE and Scrum Master in facilitating various scrum ceremonies including the PI Planning and System Demos, sprint retrospective meetings, maintaining **Information Radiators** and assisted in resolving any kind of **impediments.**
* Worked closely with the Data Warehousing team to understand the Business Intelligence Architecture and the repository objectives that support the business requirement and process.
* Responsible for **creating conceptual data models** to help the technical team understand data structures that correspond with the scope of the project and assisted System architects to create logical data models.
* Created Source-To-Target Data Mapping document to outline the flow of the data with required data transformation logics.
* Executed **SQL queries** for data retrieval, performed data cleaning, analysis, and data validation as per business requirement.
* Used **Azure Data Factory** as a data integration tool to create **ELT** pipelines by automating data transformation.
* Assisted in identifying purchasing patterns of the customers which were computed and compared with results of different stores using **OLAP cubes** using different OLAP operations like roll-up, drill-down, slicing and dicing.
* Created **Report Specification Document** (RSD), defining key parameters & report structure to the data warehousing team.
* Generated **Performance Reports** for the product sales on store locations and inventory reports to track in-store stocks.
* Performed customer clustering, specified parameters for mining runs and executed **Market Basket Analysis** to understand the customer purchasing patterns, analyze data sets, purchase history, reveal product groupings and patterns of cooccurrence.
* Used **Postman for API testing** and used **Swagger for API documentation**, as well as tracked defects and bugs in **Jira.**
* Assist the QA team in preparing the **test plan and test cases** to ensure better query performance, also making sure that the existing functionality remains intact each time a new integration of code and data is completed.
* Assisted in writing test cases for the ML models with test data sets while comparing the performance in terms of precision, recall and accuracy.

**Environment**: Essential SAFe, Jira-Confluence, Zephyr, MS Visio, Balsamiq, Postman, Swagger, Azure SQL database, Azure Data Factory, Data Bricks, Azure SQL Datawarehouse (Synapse Analytics), Power BI

**Staples** Oct 2018 – Dec 2019

**Sr. Salesforce Business System Analyst** Boston, MA

**Project Description:** Implemented an **Omni Channel Marketing Strategy** ensuring that the message is relevant and consistent in all channels (**Retargeting, Email Marketing, Social Media ads and Mobile Marketing**) while using frequency capping and business rules to provide customers a seamless experience with the use of **Interaction Studio in** **Salesforce Marketing Cloud** to trigger the interaction in the channel they prefer resulting in funnel conversion, customer satisfaction and customer loyalty. Used **Journey Builder of Salesforce Lightning Console** to map out complete customer journey and gathered analytics reports from **Adobe Analytics** on how the users behave for the purpose of performance optimization.

* Interviewed **Subject Matter Experts (SMEs)** such as the **Marketing Cloud Experts** and **Salesforce Einstein Analytics Experts** as a part of requirement elicitation while also using other techniques like document analysis and observation.
* Conducted **Gap analysis** to assess existing system, marketing channels and evaluate the changes required in the system.
* Performed **interface analysis** focusing on input and output of the interface, validating events that trigger interaction.
* Conducted **JAD session** ensuring participation of Salesforce technical team to help them understand business needs.
* Created Use Case diagram based on functionalities of **Marketing Cloud** to help team understand interaction of systems.
* Created high-fidelity prototype, wireframe, and mockups visualizing the UI for different channels using **Adobe XD.**
* Worked with the Product Owner to map out the Epics and divided them into user stories using a vertical slicing method while also specifying acceptance criteria for the stories.
* Assisted Product Owner in release planning, determining Minimum Viable Features and defining the definition of Done.
* Worked alongside Scrum Master during all the scrum ceremonies, estimating stories and maintaining **Spring backlog**.
* Coordinated with the Sales team and the Service team to update data on the **Sales and Service** **Cloud** to support the teams on complete lead nurturing cycle.
* Managed sharing access among different users on the Marketing Cloud and implemented role hierarchies.
* Tracked real-time customer journey through **Journey Builder** and assisted in **integrating Quip into Salesforce** to optimize the impediment tracking and document sharing process.
* Used **SQL queries** to extract data from the database, used **MuleSoft** as the integration tool to validate and modify data.
* Worked with the API team and Architecture team to understand **Microservices architecture**, created a comprehensive API documentation using **Swagger** and used **Postman** tool to test APIs by setting up some headers and cookies for test.
* Coordinated with the testing team to document testing scripts, test plan and test cases while also facilitated various testing activities like User Acceptance Testing, Regression Testing, and various Non-Functional Testing.

**Environment**: Agile-Scrum, Salesforce CRM, Marketing cloud, Community cloud, MySQL, Oracle, Force.com, Interaction Studio, Email studio, Mobile Studio, Advertising studio, Web studio, Sales Cloud, Service Cloud, Salesforce Lightning, Apex, Visualforce, Journey Builder, Adobe XD, Quip, MuleSoft.

**Mastercard Inc.** Dec 2017 – July 2018

**Business System Analyst** O’Fallon, MO

**Project Description:** The project was about the implementation of **SAP S/4 HANA Finance** by upgrading **SAP ERP 6.0** on the cloud followed by a database migration from Oracle to **SAP HANA** using **SAP Migration Cockpit**. The objective was to manage receivables, payments, streamline revenue collection and payment reconciliation with **SAP Fiori apps** by automating receivable managements and payments from multiple sources into one system while also managing customer accounts by integrating customer care and dispute management and reducing customer churn by properly processing payments and targeting collections to customers who require it as a part of an **Email based Trigger Campaign.**

* Worked with the stakeholders and Subject Matter Experts (SMEs) to understand the project scope, domain, documents, and the business process in each step of the assessment and elicitation.
* Conducted GAP analysis to understand the as-is process of the system while elaborating on the required enhancements.
* Facilitated a JAD session for the business and the technical team to help them understand how the system should work.
* Participated in backlog grooming meetings to assist the PO in prioritization while segregating User Stories and defining Acceptance Criteria. Participated in other scrum ceremonies and reviewed the activities through daily scrum stand-up meetings as well as the Information Radiators including the sprint burn-up and burn-down charts.
* Created a Data Mapping Document mapping the data from source to destination by specifying Transformation Logic.
* Used **IBM- Infosphere Information Server** for data integration, data cleaning, data validation and transformation.
* Used **Staging Table** in the staging area of **SAP Migration Cockpit** to store data extracted from the source tables.
* Prepared requirements for API web services, created an API document based on new functionalities added.
* Used SoapUI to test the APIs verifying the request and the response as expected in the business requirements.
* Created Acceptance tests based on **Behavior Driven Development (BDD)** Framework using **Cucumber** tool.
* Involved in reviewing test plan, test cases for ETL process while also assisted the testing team in writing test scenarios.
* Ensured the performance and scalability of the system by executing regression testing and non-function testing.

**Environment**: Agile-Scrum, Rally, Swagger, SAP Migration Cockpit, IBM-Infosphere Information Server, SOAPUI, Cucumber, SAP Fiori Apps, SAP S/4 Hana Finance, SAP Hana, Oracle

**Axis Bank** Jan 2016 – Oct 2017

**Business System Analyst** Hyderabad, India

**Project Description:** The project was an integration project involving the integration of **Sitecore 7.5** **into SharePoint** to leverage Sitecore’s **web content management** capabilities using the **SharePoint Integration Framework** (SPIF). It was an API level integration project offering advanced features to better customize presentation components and managing content with digital marketing features while establishing a conversational channel with site visitors and providing dynamic content personalization based on various business parameters.

* Conducted interface analysis, document analysis, interviewed stakeholders and used observation technique to understand the existing business process and project scope.
* Created Business Requirement Document and Functional Requirement Specification based on the project objectives.
* Conducted gap analysis to derive requirements for existing system enhancements while also conducted cost-benefit analysis to figure out the feasibility of the system benefit over investment.
* Maintained a risk register while analyzing potential risks over the project period and determining mitigation measures.
* Created Use Case and Activity diagram based on the functionality of the enhanced system using Lucid Chart while also created wireframes and mockups using Balsamiq for the SharePoint UI after the integration of Sitecore.
* Assisted the Product Owner in writing Epics, User Stories and Acceptance Criteria while deciding number of releases and sprints based on Minimum Viable Product and features.
* Working with the Scrum Master to ensure that the team follows Scrum framework assisting him in coaching the management and team members when necessary as well as helping to resolve any kind of impediments.
* Participating in various Scrum Ceremonies to ensure that team’s effort align with the business requirements.
* Used codeBeamer ALM for requirement management, document management, testing and quality management, risk and task management.
* Created a data mapping document to map source data with target data based on the requirement of integration process.
* Used SQL queries (select, insert, update, and delete) to extract data to perform data verification at the backend as per requirements of the data mapping document.
* Used **Informatica PowerCenter** to ensure smooth data integration, data profiling, data cleaning and transformation.
* Used **Tableau** for data visualization and creating customized dashboards to analyze the data in non-technical form.
* Created a comprehensive API document using Swagger specifying elements for each request and response and testing the process using Postman tool to verify the results as per the business requirement.
* Assisted the testing team to draft test plans for the iterative cycle while also defining test conditions and test cases.

**Environment:** Waterfall- Scrum, Informatica PowerCenter, MS Project, Tableau, codeBeamer ALM, SharePoint, Sitecore, Oracle, Swagger, Postman

**Biz9 Infomedia** May 2014 – Dec 2015

**Business Analyst** Hyderabad, India

**Project Description:** The project was about the implementation of **Search Engine Optimization (SEO)** best practices and tools to improve **Search Engine Result Pages (SERPs)**. Used insights from rankings and traffic to target popular, competitive, and highly converting keywords. Also, worked for the implementation of **Social Media Optimization (SMO)** for several in-house projects and creating, updating, and optimizing landing pages for head terms and long tails.

* Interacted with the stakeholders, subject matter experts to understand the business requirements while also conducted document analysis and interface analysis to validate the requirements and project scope.
* Performed Gap analysis to evaluate the existing and expected result as well as conducted market analysis to evaluate digital marketing trends and techniques.
* Conducted impact analysis on the effectiveness and efficiency of the campaign along with content marketing and social media impact on Search Engine Optimization and result pages.
* Prepared Business Requirement Specification, Functional Requirement Specification to document the business requirements and created a Requirement Traceability Matrix to ensure that the requirements are verified and tested.
* Created Wireframes and Mockups for the result pages before and after the optimization process using Balsamiq tool.
* Maintained SEO fundamentals including **XML sitemaps**, meta description and title tags.
* Coordinated with the Search Engine Marketing (SEM) team to balance paid initiatives within the search engines to maximize efficiency and visibility.
* Worked with Analytics team to deep dive into ranking and traffic data while gathering weekly performance report from **Google Search Console and Google Analytics.**
* Assisted in writing test plan, test conditions, test scenarios, test cases to test the optimization process using Selenium.

**Environment:** Waterfall, Balsamiq, Google Search Console, Google Analytics, Selenium

**Geoxis** Nov 2012 – Apr 2014

**Tester** Hyderabad, India

**Project Description:** Tested the company’s mobile application on various platform and devices including the OS platform and Android while also performed backend testing using SQL queries to extract data and validate customer accounts and rewards history.

* Studied the business requirements to identify testable requirements and interacted with various stakeholders to understand the requirement in detail from the testing point of view.
* Conducted automation feasibility, identified types of testing to be performed and set up a testing environment.
* Assisted the QA manager to prepare test plan, test cases, test conditions and test scenarios.
* Used Load Runner to test the application behavior and performance under load.
* Saved test scripts into HP ALM to schedule, execute and monitor testing and to get timely report on the execution.
* Performed User Acceptance Testing and Regression Testing to authenticate the mobile application use and functionality.

**Environment:** Waterfall, MS Word, MS Excel, HP ALM, Load Runner, MySQL Workbench

**EDUCATION**

Bachelor of Arts in **Journalism & Mass Communication**, Amity University