**Mohit M**

**Sr. Business Systems Analyst**

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**PROFESSIONAL SUMMARY**

* **Business Systems Analyst** with **8 years** of experience in the design, development and deployment of enterprise solutions across domains such as **Digital Marketing, E-commerce, Retail** and **Supply Chain Management**.
* Experience in various **Digital Marketing Technologies** such as **Google Marketing Platform, Marketing Automation (Pardot), E-mail Marketing, Social media ads** and **CRM** driven **solutions** utilizing **Salesforce Marketing Cloud** (**Advertising Studio, Social Studio, Journey Builder, Data Studio, C360 Audiences)**
* Worked with various **E-commerce platforms (B2B & B2C)** such as **Shopify** and **Magento** and optimizing **retail supply chain management** operations with backend **ERP** systems such as **SAP ERP** and **Oracle NetSuite.**
* Strong functional knowledge of various **Amazon Web Services (AWS)** modules for cloud computing including **AWS EC2, Amazon S3, Amazon Redshift, Amazon Quicksight, Amazon Athena** and **AWS API Gateway.**
* Delivered projects within various **System Development Life Cycle (SDLC)** environments such as **Traditional-Waterfall, Agile-Scrum, Waterfall-Scrum Hybrid** andthe **Scaled Agile Framework (Essential SAFe 4.0).**
* Ensured that delivered projects followed the relevant regional **compliances** such as **GDPR, CCPA** and **COPPA**.
* Expertise in analyzing the current **AS-IS** and future **TO-BE** states of business processes and performing various analyses such as **GAP Analysis, Stakeholder Analysis, SWOT Analysis, Market Analysis & Research, Risk Analysis, Cost-Benefit Analysis, Feasibility Analysis, Impact Analysis and Root Cause Analysis (Fishbone).**
* Experience in **gathering requirements** from clients and stakeholders including business owners, subject matter experts (SMEs) and end-users. Well-versed in **elicitation** **methods** such as **Interviews, Surveys, Document Analysis, Prototyping, Focus Groups, Joint Application Development** (**JAD**) **& Requirements Workshops.**
* Documented artifacts like **Project Vision** **and Scope**, **Risk Management Plan**, **Project Charter,** **Business Requirements Document** (**BRD**), **Functional Specifications Document** (**FSD)**, **System Requirement Specification** (**SRS**), **Requirements Traceability Matrix (RTM)** and **Data Mapping Specification Document.**
* Participated in **Backlog Grooming, Sprint Planning, Daily Stand-Up, Sprint Review** & **Sprint Retrospective**.
* Assisted **Product Owner (PO)** in prioritizing the **product backlog** using techniques such as **MoSCoW, KANO,** and defining **Minimum Viable Product (MVP), Definition of Done (DOD)** and **Definition of Ready (DOR).**
* Proficient in vertically slicing **epics** to **user stories** and defining **acceptance criteria** for **product backlog** items.
* Sound familiarity with best agile practicessuch as **CI (Continuous Integration), TDD (Test Driven Development), ATDD (Acceptance Test Driven Development)** and **BDD (Behavior Driven Development).**
* Proficient in business process modeling by utilizing visual notations such as **BPMN, UML (Use case diagrams, Sequence diagrams, Activity diagrams)** and leveraging tools such as **Lucidchart** and **Microsoft Visio.**
* Assisted in creating **low** and **high-fidelity** prototypes such as wireframes and mockups with tools like **Balsamiq.**
* Expertise in **Databases, Schemas,** **Data Modeling, Data Migration,** **Data Warehousing, Data Marts, OLTP systems,** **OLAP systems** and various OLAP operationssuch as **slicing, dicing, roll-up** and **drill-down.**
* Constructed conceptual and logical **Data Models** such as **Entity-Relationship** **models** & **Dimensional Models.**
* Experience in **Extract, Transform, Load (ETL)** processes such as **Data Profiling, Data Cleansing, Data Mapping, Data** **Integration**, **Data Transformation** and building ETL pipelines with **Informatica PowerCenter**.
* In-depth knowledge of complex **SQL** queries including **Data Definition Language, Data Manipulation Language, SELECT** Queries and utilizing **PL/SQL** for defining **stored procedures, triggers** and **functions.**
* Solid understanding of architectures such as **Three-Tier Architecture, Service Oriented Architecture (SOA), Micro Services Architecture** and **APIs** like **SOAP, RESTful,** as well as languages like **HTTP, JSON** and **XML.**
* Maintained API documentation for APIs using **Swagger** as per the **OpenAPI** specification and tested API **CRUD** operations (**GET, PUT, POST, PATCH** and **DELETE)** with the use of tools such as **POSTMAN** and **SoapUI**.
* Experienced in facilitating **System Testing**, **Smoke & Sanity Testing**, **Regression Testing**, **Load Testing,** **Performance Testing,** **Security & Compliance Testing** and conducting **User Acceptance Testing (UAT).**
* Worked with QA to create STLC artifacts like **Test plans, Test Scenarios, Test Scripts, Test cases, Bug reports.**
* Experienced in defect lifecycle management and bug/issue tracking utilizing tools such as **Jira** and **HP ALM.**
* Extensive experience with **Reporting** tools like **Tableau, Power BI, Google Data Studio & Amazon Quicksight** to generate **standard static reports, ad-hoc reports, interactive MOLAP reports** and **KPI dashboards.**

**TECHNICAL SKILLS**

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| **SDLC Methodologies** | Agile-Scrum, Waterfall, Waterfall-Scrum Hybrid, Scaled Agile Framework |
| **Cloud Technologies** | Amazon Web Services (AWS), Google Cloud Platform (GCP) |
| **Project Management Tools** | Jira, HP ALM, MS Project |
| **Collaboration Tools** | Confluence, SharePoint, Slack |
| **Modeling Tools** | MS Visio, Lucidchart, Balsamiq Wireframes |
| **Business Intelligence Tools** | Tableau, MS Power BI, AWS Quicksight, Google Data Studio |
| **Data Integration/ETL Tools** | Informatica Power Center, Oracle Data Integrator, MuleSoft Dataweave |
| **Databases** | Oracle, Microsoft SQL Server, Amazon RDS, MySQL |
| **CRM/ERP Systems** | Salesforce CRM, Microsoft Dynamics, Zoho CRM, SAP ERP, Oracle NetSuite |
| **Data Warehousing** | Data Modeling, Data Mapping, Dimensional Modeling, OLAP Operations |
| **API & Web Services Tools** | Swagger, POSTMAN, SoapUI |
| **Languages** | SQL, T-SQL, PL/SQL, XML, JSON |
| **Defect Tracking/Testing Tools** | Jira, HP ALM/QC, Cucumber |

**WORK EXPERIENCE**

**Hertz Corp. (Estero, FL) November 2019 – Present**

***Sr. Business Systems Analyst***

 **Project Description:** The project involved improving the client’s sales, marketing and customer support processes by migrating to **Salesforce CRM** from their legacy CRM system. This involved the implementation and configuration of **Sales Cloud, Service Cloud** and **Marketing Cloud** instances**.** The new system allowed their teams to get a more omnichannel 360° view of their customers across their various retail engagement channels**.**

**Roles and Responsibilities:**

* **Elicited requirements** from departmental **subject matter experts** such as sales heads, sales reps, marketing analysts and customer service agents by conducting **requirements workshops** and structured **interviews.**
* Worked closely with **product owner** to prioritize epics and user storiesin the product backlog and formalizing the **Minimum Viable Product (MVP)**, **Definition of Done (DOD)** and **Definition of Ready (DOR).**
* Decomposed the **epics** into coherent **user stories** in **Jira** and accordingly defined their **acceptance criteria.**
* Visualized the current **AS-IS** and future **TO-BE** processes using **use case diagrams** and **BPMN** in **MS Visio** to perform **GAP analysis,** so as to perform business process mapping to configure the Salesforce solution.
* Worked with Salesforce Architect to determine the appropriate combination of **OOTB (out-of-the-box)** configurations and customizations that will be required in the implementation of the Salesforce org.
* Created mockups & wireframes for custom **Visualforce** pages to be implemented on the **Force.com** platform.
* Utilized **Schema builder** to define the target Salesforce data model while specifying relationships such as **Master-Detail Relationships** and **Lookup Relationships** between both **standard** and **custom objects**.
* Assisted developers in configuring custom **objects, fields, page layouts, views**, and defining **validation rules.**
* Utilized **SQL** queries to perform **data profiling** of legacy CRM system by identifying the source tables to be moved and checking for data quality issues such as missing values, inconsistent values and duplicate records.
* Built **Data Mapping Specification** to define mappings of tables to objects, attributes to fields in Salesforce and documenting any **transformation routines** that will have to be performed during the data migration.
* Worked with developers to design the ETL process for data transformation using **Dataweave** on the **MuleSoft Anypoint** **platform** and migrated legacy data from **Oracle** to Salesforce with **Apex Data Loader.**
* Catalogued **Apex classes** and **triggers** while working with the salesforce developers to ensure that appropriate best practices were followed, and the integration with the **workflows** was as per the requirements.
* Worked closely with the Salesforce Admin for creating **Users, Profiles, Permission sets** and **Role Hierarchies** to ensure that the appropriate data is available to the right users across the three salesforce clouds.
* Configured standard and custom reports in each cloud such as **Tabular, Summary, Matrix** and **Joined Reports** and developed interactive **Dashboards** within **Tableau CRM** to report on KPIs such as lead conversion rate.
* Constructed cloud specific **UAT test scenarios** and facilitated **acceptance testing** by providing instructions to end-users, getting approvals, recording bugs and communicating the same to the technical team.
* Maintained **Confluence** spaces for team collaboration and maintaining documentation such as product roadmaps, high-level requirements documentation, mockups, impediment lists and meeting notes.
* Documented the various **Force.com API** specifications with **Swagger** and tested API calls using **SoapUI**.
* Worked with legal team to ensure the system adhered to data privacy compliances such as **CCPA** and **COPPA.**

**Environment**: Agile-Scrum, Salesforce CRM, Force.com, Apex, Visualforce, Dataloader, MuleSoft Anypoint, Balsamiq, Dataweave, Tableau, Oracle 18c, Swagger (v3.0), SoapUI (v5.5), Confluence (v7.1), Jira (v8.5), Visio (2019).

**Lowe’s Companies Inc. (Morrisville, NC) April 2018 – September 2019**

***Sr. Business Systems Analyst (Salesforce)***

 **Project Description:** The project involved the enhancement of client’s current Salesforce solution via the implementation of new functionalities. These included a comprehensive installation of **Marketing Cloud** applications, a marketing intelligencesolution with **Datorama,** a customer data platform (CDP) using **Customer 360**, **Pardot** for B2B automation, **Einstein AI** for predictive analytics and integration with **Google Marketing Platform (GMP).** The project also involved a migration of Salesforce classic pages to **Lightning Experience.**

**Roles and Responsibilities:**

* Collaborated with Project Manager and stakeholders during **project kickoff** to document **project vision & scope, timelines, deliverables** andorganized **JAD sessions** to elicit and define detailed system requirements.
* **Gathered requirements** from the SMEs such as marketing analysts, marketing automation specialists and Salesforce Admins by using techniques like **interviewing, surveys,** and **document analysis.**
* Assisted the product owner in defining the **Minimum Viable Product (MVP), Minimum Releasable Features (MRF), backlog item prioritization** and splitting the **epics** into vertically sliced **user stories**.
* Wrote user stories in **Jira** along with their **acceptance criteria** and worked with the product owner and scrum team to define a consistent **Definition of Done (DOD)** and **Definition of Ready (DOR)** for the backlog items.
* Constructed **Activity diagrams** and **BPMN** diagrams to model the current **as-is** Salesforce processes using **Visio** to help team to understand how these could be improved with the planned Salesforce enhancements.
* Collaborated with marketing reps to map customer touchpoints in **Journey Builder** like **email engagements, social interactions, digital advertising & promotional offers** to identify potential automation opportunities.
* Assisted developers in configuring **Marketing Cloud Connect** integration by defining system level API users to allow seamless sharing of pages, data extensions, reports, email lists between the sales and marketing clouds.
* Set up a **marketing intelligence** platform using **Datorama** to integrate data from client’s social, search, display, video, programmatic, web analytics & campaign management platforms onto one cross-channel **dashboard.**
* Maintained **SOAP** and **REST** webservice API definitions for multiple integration processes using **Swaggerhub.**
* Assisted development team in configuring **Pardot** to automate the B2B demand generation process from MQL to sales qualification and opportunity conversion on Sales cloud and set up templates for email journeys.
* ImplementedAudience Studio CDP by consolidating data views and integration of data with **Salesforce DMP** for the creation of custom audiences for the optimization of targeted advertising campaigns.
* Worked with both Sales and Marketing cloud administrators for recording **user level permissions** to assign data sharing access rules among the different users in the sales, customer service and marketing departments.
* Worked with data science team to configure **Einstein AI module** and build customized machine learning models for predictive analytics capabilities in tasks such as lead scoring, forecasting and recommendations.
* Assisted developers in integrating **Datorama sources** into the existing reports and dashboards in **Tableau.**
* Set up **GMP integration** to allow marketers access to data from **Google 360** solutions within the Salesforce org.
* Facilitated **Lightning Experience** readiness check and assisted the developers in the migration of the pages.
* Assisted QA team in creating **test scenarios** and **test cases** and mapped them in **Requirements Traceability Matrix (RTM)** to verify there is complete **test case coverage** for all of the system requirements.
* Facilitated **UAT** testingof the modules in the Salesforce sandbox before deployment to production environment.

**Environment**: Agile-Scrum, Salesforce Marketing Cloud, Apex, Lightning, Einstein AI, Journey Builder, Audience studio, Datorama, Tableau (2019.1), Pardot, GMP, Confluence (v6.15), Jira (v8.0), Visio (2019), SQL Server.

**Walmart Inc. (Bentonville, AK) December 2016 – January 2018**

***Business Systems Analyst***

**Project Description:** The goal of the project was to create a **Marketing Decision Support System** utilizing a cloud-based enterprise data warehouse in **AWS Redshift**, that integrates cross-channel data scattered across disparate martech systems such as **Magento**, **Adobe Analytics**, **Dynamics CRM**, marketing automation platforms, and content management tools. This system allowed the analysis of current & historic customer data points tooptimize marketing channel performance.

**Roles and Responsibilities:**

* **Interviewed Business stakeholders, SMEs** to understand the **As-Is** process and **identify the gaps** which the system intended to solve. Organized **focus groups, surveys** and **interviews** for requirement elicitation.
* Worked closely with **Product Management** in **Program Increment (PI)** planning to ensure team dependencies were minimized and assisted **Release Train Engineer (RTE)** in documentation of team-level **PI objectives**.
* Participated in team breakouts during PI Planning and assisted **PO** in **converting requirements into user stories**, writing **acceptance criteria, Definition of Done,** and prioritizing items in the Team Backlog using **Jira.**
* Worked with design team in prototyping by creating **mockups** and **wireframes** using **Balsamiq** to represent the **functional requirements/GUI requirements** in a visual format to stakeholders to get feedback.
* Created **Use Case, Activity and Sequence UML** Diagrams using **Lucid Chart** to depict interactions between systems and created **data flow diagrams** to illustrate the intended flow from data sources to the warehouse.
* Worked with developers in writing algorithms for **Data Mining** activities and also served as a **liaison between third party data vendors** and **business stakeholders** to obtain relevant data from external sources.
* Gave insights **for creating customer data segments** and **writing recommendation logic** for each segment while considering multiple variables such as age, location, affinities, channel behavior and spending patterns.
* Documented **Data Mapping Specifications** by identifying **source tables** and **target tables** along with field **transformation rules** and worked with data architects to create **dimensional models** for the data warehouse by identifying the relevant **dimensions** and **fact tables** within the **Snowflake Schema**.
* Assisted developers in configuring **ETL workflows** to import marketing data from disparate sources such as **Magento, Adobe Analytics, Dynamics CRM** and **Marketo** into Redshift by validating source to target **mappings**, **transformation routines** and scheduling batch processing runs using **Informatica PowerCenter.**
* Wrote complex **SQL** queries to test data retrieval and perform data validation while using **aggregations, joins, nested queries, triggers, functions** and **stored Procedures** using the **Amazon Athena Query Editor.**
* Documented API specifications for the **AWS API Gateway** including CRUD methods, Query parameters and Authentication for **REST** requests using **SwaggerHub** and imported definitions into **POSTMAN** for testing.
* Utilized **Amazon Quicksight** to create reportsfor channel metrics such as **clickthrough rates, engagement rates**, **cost per acquisition** and developed KPI dashboards to highlight overall marketing **ROI** and **ROAS.**
* Collaborated with QA team to write **Test Plans, Test Scenarios and Test Cases** along with facilitating and aiding the team in **Smoke Testing, Regression testing, System Testing** and **Bug/Defect Management.**
* Assisted systems team in configuring the staging environment for **acceptance testing** and facilitated the same.

**Environment**: Essential SAFe 4.0, AWS, AWS RDS, AWS Redshift, AWS Athena, AWS Quicksight, AWS API Gateway, Marketo, Dynamics CRM, Balsamiq, Swagger (v3.0), Postman (v7.1), Informatica (v10.1), Confluence (v6.8), Jira (v7.7).

**Flipkart (Mumbai, India) February 2016 – October 2016 *Business Systems Analyst***

**Project Description:** The project involved the integration of **Salesforce CRM** and **SAP ERP** using **Oracle Integration Cloud** to sync their e-commerce customer data with on-premises ERP systems data to optimize client **supply chain,** enhance Customer Relationship Management, Order Management and reduce data inconsistency.

**Roles and Responsibilities:**

* Conducted a **feasibility study, risk analysis** and **cost-benefit study** to understand project scope, the potential complications and to identify optimal solutions satisfying the integration problem between the two platforms.
* Participated in **backlog refinement, sprint planning, daily stand-up, sprint review & retrospective.**
* Created **Activity, Sequence** and **data flow diagrams** using **Visio** to depict interactions between the two systems and created **workflow diagrams** to help the developers understand the intended flow of processes.
* Performed **document analysis** to understand the **AS-IS** process and performed a **GAP** Analysis to construct an intended **TO-BE** system, identified current bottlenecks that could be resolved with the systems integration.
* Assisted the Product Owner in prioritization of epics in the **product backlog** and formalizing the **Definition of Ready (DOR),** **Definition of Done (DOD)** and defining **MVP** and **Minimum Releasable Features (MRF).**
* Utilized **Jira** for converting requirements into user stories, team collaboration and project management.
* Assisted in using **Oracle Integration Cloud** and configuring the SAP and Salesforce connections and credentials.
* Validated the entire integration process to verify whether **objects, fields** and **records** are correctly synced between the two systems and whether notifications for CRUD operations were received in the intended format.
* Imported Web services, **REST API** definitions into **SoapUI** tool via **WSDL** files and performed **API testing** to verify the accuracy of **HTTP** responses in terms of format, **XML/JSON** payload, security and authorization.
* Assisted in creation of **Test Scenarios, Test Cases** and mapped cases in **Requirements Traceability Matrix.**
* Conducted **User Acceptance Testing (UAT)** and facilitated the testing of the integrated system during **Build Verification Testing (BVT), Regression Testing, Load Testing** and **Security Testing** with the help of QA.
* Extensively used **Oracle SQL Developer** for querying & extraction of data for performance review and analysis.
* Worked with the QA team to manage testing lifecycle activities using **HP ALM** and documented system **defects.**
* Created status reports in **PowerBI** to report on overall project progress to management stakeholders.

**Environment:** Agile-Scrum, SAP ERP, Salesforce CRM, Oracle 12c, Oracle Integration Cloud, Oracle SQL Developer, Jira (v7.3), SharePoint (2016), Bulk API, Visio, HP ALM (v12.0), Swagger (v2.0), SoapUI (v5.3), Power BI (v2.3x).

**Reliance Digital (Mumbai, India) October 2014 – January 2016
*Business Analyst***

**Project Description:** The project involved improving the client’s e-commerce store, by implementing a more robust **Order Management System (OMS)** using **Shopify** to optimize Inventory Management, Omnichannel fulfilment, Order Aggregation, Transaction processing and integration with the client’s backend **Oracle NetSuite** ERP system.

**Roles and Responsibilities:**

* **Interviewed** key stakeholders such as **Subject Matter Experts (SMEs)** and organized **Requirements workshops** to define the system scope and elicit detailed requirements for the application.
* Documented high-level requirements in **Business Requirements Document (BRD)** and detailed requirements in **System Requirement Specification (SRS)** and maintained the artifacts on the **SharePoint** team site.
* Developed **use cases & activity diagrams** using **Lucidchart** to illustrate how the current **as-is** ordering, payment and shipping processes could potentially be improved with the new system in the future **to-be** process.
* Created Mock-Up Screens and **wireframes** using **Balsamiq** for prototyping the e-commerce website redesign.
* Worked with the team to build the new system using customizations on top of the **Shopify** e-commerce platform.
* Assisted developers and QA to conduct implementation and testing iteratively in **sprints** by adopting elements from the **scrum framework** such as **backlogs,** **user stories, scrum ceremonies** to facilitate agile delivery.
* Coached the team in agile practices of **Continuous Integration (CI)** and **Test-Driven Development (TDD).**
* Collaborated with testers in creating **test scenarios, test cases,** tracking testing and defect activities in **HP ALM.**
* Facilitated **System Testing** and conducted **User Acceptance Testing (UAT)** by testing critical application functionality such as Purchase orders, Purchase requisitions and Cart Orders in **UAT** Scenarios.
* Used **PL/SQL scripts** in **stored procedures, triggers and functions** to perform **data validation** at the backend.

**Environment:** Waterfall-Scrum hybrid, Shopify, Balsamiq, NetSuite, SQL Server, HP ALM (v12.0), SharePoint

**AliExpress (Mumbai, India) August 2013 – September 2014
*Jr. Data Analyst***

**Project Description:** The project involved analyzing the data on client’s e-commerce and digital marketing efforts to understand performance & optimize ROI across multiple digital channels. Omnichannel data was integrated and stored in data warehouse and queried using BI application. Website optimization was done using **Google Analytics.**

**Roles and Responsibilities:**

* Integrated data from sources such as **Zoho CRM, Google Ads, Google Analytics** into **Google BigQuery.**
* Developed and optimized **SQL** queries to extract the data using **joins, nested queries, aggregate functions.**
* Performed data analysis in Excel using **VLOOKUP** and **pivot tables** and utilized **Python** for predictive analytics.
* Designed multiple visualizations in **Tableau** like histograms, bar charts, pie charts, heat maps to interpret consumer behavior, market opportunities and trends and provide standard and ad-hoc reports to management.
* Developed interactive dashboards in **Google Data Studio** to highlight key marketing **KPIs** to stakeholders.
* Analyzed website performance using **Google Analytics** and recommended optimizations to the web developers.

**Environment:** Waterfall, Zoho CRM, Excel, Python, Google Data Studio, Google Ads, Google Analytics, BigQuery

**EDUCATION**

***Bachelor of Engineering, Computer Engineering* |** **University of Mumbai (Mumbai, India)**