

Profile Summary

A dynamic and highly motivated individual with more than 6 yrs of Business Consultant and Business Analyst experience

Extensively Worked on: Retail/CPG Domain, Business Consulting, Business Analyst, Product Management, Customer Relationship Management (CRM), Agile Methodology, Process Flow Dia, Requirement Gathering, Stakeholder Management

Tools/Packages: Salesforce (CRM), Jira, Confluence, ADO, HPQC, MS Suite(Excel, Word, Power Point), MS SQL Server

Education

| Year | Degree | Subject | Institute |
|------|-------------------------------|-------------------------------|---------------------------------------|
| 2019 | PGDIM (Equivalent to 2yr MBA) | General Management | NITIE, Mumbai |
| 2013 | B.Tech. (UPTU) | Electronics and Communication | M.M.M. Engineering College, Gorakhpur |

Work Experience

(6+ years)

| ITC InfoTech India Ltd. | Lead Consultant | May 2019 – Present |
|--|-----------------|--------------------|
| Project 1: Enhancement of Process Transformation System for Tobacco Retail Group Bangalore, IN | | |
| <ul style="list-style-type: none"> Liaised as Salesforce Senior BA with stakeholders for Requirement Gathering, Analyzing and Recommendation Analyzed requirement of 20+ Change Requests, performed RCA (along with technical team) & proposed solutions Conveyed requirement to developers & testing team along with effort estimation and Timelines for on-time, high-quality delivery of enhancements related to User Experience, Salesforce and Heroku for 40+ countries globally Accountable for FSD creation, Client Demo, supporting QA team & Client from multiple countries for UAT & SIT Proposed Product Enhancement & instigated Prototyping discussion process with stakeholders of multiple market Liaised with multiple Product Advisor & Architect for Cross Product Impact Assessment to discuss the changes being done ensuring all integrated products are enhanced such that they continue to work in tandem with one another Mentored junior Business Analyst & conducted KT sessions to educate them on Salesforce & client's current system | | |
| Project 2: Process Transformation of Route to Market Strategy for Tobacco Retail Group Bangalore, IN | | |
| <ul style="list-style-type: none"> Liaised as Salesforce Business Analyst with stakeholder for Requirement Gathering, Analyzing & Recommendation Liaised with stakeholders from multiple countries to understand Trade Marketing & Order Execution process, requirements specific to their country, created 100+ JIRA User Stories, proposed solutions and enhancements Coordinated as BA for multiple market for deployment of CRM (Salesforce) based process transformation solutions Accountable for FSD creation, Client Demo, supporting QA team & stakeholder from 4 countries for UAT & SIT Coordinated with 3rd Party delivery teams to ensure that their integration is working perfectly with our solution Trained 200+ users by conducting Platform Demo & lead UAT, ensuring smooth transition to new system & tech Conducted KT sessions for transferring the responsibilities to BAU team post Business Go Live of the countries Supported Developers in RCA, DBT, Defect Fixing and Testing team in Scenario Creation, Data Setup and Testing | | |
| Project 3 (Onsite): Enhancement of Customer Insights for SA Fashion Retail Group Johannesburg, RSA | | |
| <ul style="list-style-type: none"> Liaised as consultant with stakeholder & technical team for requirement gathering, analyzing & recommendation Developed roadmap to improve overall effectiveness of Loyalty Program execution process for a customer base of 12 Mn by performing Need-Gap analysis leading to an estimated reduction in lead time from 2 weeks to 1 week Performed as-is analysis on methods of storing and updating customer's marketing permission in different systems, identified issues, proposed recommendations and formulated solution to comply them as per government law Instigated Data Quality reports by proposing rules to validate customer's Email address, Cell and ID Number Quantified impact on revenue due to missing or invalid critical customer information by formulating a metric which estimated a revenue gain of R2.1 Bn in 2 yrs. if data quality of critical customer information were to be improved Proposed methods to enrich customer database by analyzing customer touch points during customer journey | | |
| Achievements | | |
| <ul style="list-style-type: none"> Proposed and implemented product enhancements which lead to increase in productivity of field executives by 40% Received Annual, Quarterly & Monthly Awards, multiple appreciation email from Client & Leadership team Received Certificate of Appreciation for outstanding performance in Consumer Insights Project in FY'20 | | |

I have also worked in BioFics Pvt. Ltd. as Business Development Executive from Jul 2016 – Mar 2017 and in GlobalLogic Technologies as Associate Analyst from Apr 2015 – May 2016

Certifications

- Completed certification requirement for **"Salesforce Certified Administrator"** from Salesforce
- Completed **"Advanced MS Excel"** and **"Excel VBA & Excel Macro"** certification from Udemy