

# Aastha Aggarwal

## Senior Business Analyst

Accomplished Business Analyst with over 5 years of experience as a Product Owner, Business Analysis, Project management, presales across diverse biz domains like Manufacturing, Retail & Banking.



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## WORK EXPERIENCE

### Post MBA- TATA Consultancy Services Product Owner

#### Achievements/Tasks

- Experience working with **Agile** methodologies and ceremonies and partial movement to SAFe Methodology, MIRO Board
- Created Epics, User Stories and owned & prioritized Product backlog by liaising with client stakeholders and create DOUs, Service Improvement plan, Product Roadmap and Shift left activities
- Basic finance knowledge of **financials statements** including P&L, Balance Sheet etc.
- Understanding multiple data sources and putting together practical and viable data model for the analytics reports being prepared.
- Designed and helped the team in developing Dashboards for a broker-dealer firm using Tableau
- Interfacing with multiple stakeholders to ensure smooth sailing of the delivery across BA, Development and QA tracks

### Post MBA- TATA Consultancy Services Senior Business Analyst

#### Achievements/Tasks

- *Analyze the scope for the partial demerger and combination of metso Minerals Business unit and Outotec as a Senior BA with MDM team*
- Involved in the creation of digital repository and **automation** of various SAP Processes by deploying bots using **UIPath and Ignio**
- Assisting in the development of training materials and upload in **ServiceNow** and create Metso Dashboard predicting SLA breaches and performance of domains
- Performed configuration & customizing in **SAP SCM** and MM module
- Managed Client's ERP Migration from Legacy Oracle System to SAP and deriving a benefit surmounting to ~2 million dollars using DSP tools
- Analyzed benefits of **SAP Hana** and ECC respectively and formulated best possible proposition/recommendation for clients w.r.t Implementation and deployment
- Involved in the creation of Business Model Canvas and TIPS (Trend, implication, possibilities and Solutions) template, ~750,000 engagement for a customer
- Involved in peer analysis and Dollar- Value Hypothesis for multiple clients in Manufacturing Industry & created a template resulting in ~40% reduced efforts

## SKILLS

- Data Visualization: Dashboard creation using Tableau, Power BI, Microsoft Excel, PowerPoint, Word, Outlook
- Programming Languages: R, Python, Java, ETL Tools, SPSS, SAP Hana, SD, PP, SAP DSP tool
- Databases: PL/SQL, Oracle, Data Mining
- ML/ Data Analysis Techniques: Data Exploration, Regression, Neural Network, Text Mining, Statistical Analysis, NLP
- Agile Engineering practices like Scrum, SAFe framework experience, JIRA, SDLC

## ACHIEVEMENTS

Received client appreciation for training 50+ associates at Independent Operating Unit level

Certified in IBM InfoSphere DataStage and HP ALM, Google Adwords Fundamentals, Google Ads Search, Google Analytics for Beginners

Awarded "Best Team" and 2 "On the Spot" awards for outstanding contribution to client projects

## ACADEMIC/LIVE PROJECTS

Conducted Market Research to validate if Kindle will be able to replace the physical libraries using regression and ANOVA in SPSS

Completed a project on Sentiment Analysis of Twitter data by text mining using R script

Using Data Visualization tools in Tableau, created dashboards analyzing the sales of residential and commercial condominiums and recommended insights for improvement

## WORK EXPERIENCE

### Pre MBA- TATA Consultancy Services ETL Lead

08/2015 - 04/2018

Noida

#### Achievements/Tasks

- Worked as a Tech lead and handled 2 ETL projects in parallel
- Closely interacted with client's functional leaders and SMEs to understand and document business requirements
- Implemented innovative cost saving strategies in project through efficient planning and designed a client portal worth \$15 million which reduced number of clicks to download business critical reports
- Integrating IBM Datastage and UFT with HP ALM and executing the script from ALM
- Ensured in-time incident resolution and root cause analysis within 95 percent SLA
- Analyzed and created dashboards for large volumes of client's Retail stores' data of Rx Prescriptions, location & Qty. & extracted valuable insights from them using Tableau adding an extra of ~\$10000 in resource budget

## ACADEMIC/LIVE PROJECTS

Analyzed the marketing strategy, positioning, revenue structure & value proposition of Soukya HealthCare Centre

Identified STP and assessed value proposition of Amul and Latte

## EDUCATION

### MBA Great Lakes Institute of Management

05/2018 - 03/2019

Chennai

#### Courses

- Marketing
- Analytics

### Computer Science Engineering ABES Institute of Technology

08/2011 - 06/2015

Ghaziabad