**Deepshikha Pamecha**

**Business Analyst**

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**SUMMARY**

* 6 years of experience as a Salesforce Business Analyst with a solid understanding of Business Requirement Gathering, Business Process Flow, and Business Process Modeling.
* Experience in all phases of the Software Development Life Cycle (SDLC), which involves requirement gathering, requirement analysis, agile, functional design, implementation, and enhancement of projects in SalesForce.com.
* Extensive knowledge of Business writing skills in writing project documentation such as Business Requirements Documents (BRD), Functional Requirement Documents (FRD), and Use Case Specifications.
* Good knowledge of tracking project schedules, resources, tasks, and status/progress MS Project, MS Excel, and MS SharePoint.
* Experience as a Salesforce.com Business Analyst in Business Requirements Analysis Requirement Gathering and Gap Analysis.
* Well-Versed in analyzing CRM business processes that include Campaign Management, Lead Management, Case Management, and in a multi-tier environment.
* Experience in Salesforce Service Cloud, and Community Cloud.
* Experience in working on various applications like JIRA (for creating epics, user stories, and defects) and Blueprint.
* Extensive experience working on custom objects, custom fields, pick lists, Record Types, page layouts, Workflow Alerts and Actions, Approval Workflow, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions to various formats, Snapshots, Dashboards, and Email generation according to application requirements.
* Experience working with Einstein Chat Bot and Experience Cloud.
* Ability to work on creating UML diagrams for Business Process Modeling which includes Use case diagrams, Sequence diagrams, and Activity diagrams using MS Visio and Star UML to demonstrate the business process flow.
* Experience in working with Testers to create UAT scripts to gain acceptance on the deliverables.
* Involved in Test Planning, writing and verifying Test cases, Issue Resolution, and Report Generation to assure that all aspects of a Project follow the Business Requirements to gain acceptance on the deliverables.
* Ability to excel and succeed in diverse environments and projects with strong determination, dedication, and inclination toward customer satisfaction.
* Proficient in requirements management, sprint planning, issue tracking, impediment management, and task distribution workflow management tools like JIRA to track the sprint progress.

**SKILLS**

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| **Methodologies:** | Agile/Scrum, Waterfall |
| **Documentation:** | FRD, BRD, SRS |
| **Salesforce Technologies:** | Salesforce CRM, Workflow & Approvals, Dashboards, Custom Objects, Salesforce Lightning, Salesforce Service Cloud, and Salesforce cloud experience |
| **Project Management Tools:** | MS Project, MS Excel, MS SharePoint |
| **Analysis Skills:** | Cost/benefit analysis, Impact analysis, GAP analysis, Risk analysis, SWOT analysis |
| **Tracking/Other Skills:** | JIRA, Microsoft Visio, HP Quality Center, JAD, Rational ClearQuest, RTM, UAT |
| **Soft Skills:** | Time management, Leadership, Management, Problem-solving, Negotiation, Decision-Making, Documentation and Presentation, Verbal communication |
| **Operating System:** | Windows, Linux |

**EXPERIENCE**

**Pearson, Raleigh | Feb 2022 - Jan 2023** **| Business Analyst**

* Using the Agile methodology to build the different phases of the Software development life cycle.
* Extensive experience working on Salesforce Service Cloud and Salesforce Community Cloud.
* Led and managed a team to work on a project with high visibility.
* Direct connection with Businesses to understand their requirements, and make suggestions as per the Technical, Architecture, and Industry and Company specific standards.
* Day-to-day meetings with Senior Management and Leadership for recommendations for Project Plans, and Status briefs.
* Follow Best Practices in Documentation for Business as well as Technical Team on JIRA and SharePoint.
* Architectural and Technical Handoff of the User Story to the Development Team.
* Participating in all Dev Demos for User Story to ensure effective delivery of the Requirements and Enhancements.
* Working with Business Users to come up with UAT Plans and Resources Maintaining Sprints in JIRA.
* Transition from waterfall to Agile – so experience and expertise to work in both environments
* Identification of heavy Technical Debt in the System and made recommendations to recover that. Worked end-to end-with the Architectural and Development Team to clear out Technical Debt and Successful Delivery the Project.

**Centene, SC | July 2019 - Jan 2022| Business Analyst**

* Created various BRDs, FRDs, data translation, mapping, and interface specification documents.
* Responsible for updating project status using MS Project and maintaining the Dashboard.
* Conducted Statistical Modeling of data on how providers submit outpatient authorizations using Pivot Tables in Ms. Excel.
* Administrated and monitored the company's Salesforce CRM application.
* Developed reports, dashboards, and processes to continuously monitor data quality and provide strategic recommendations for future development.
* Restructured Custom objects, and mastered detailed relationships between objects to better suites the organization.
* Performed administrative activities on Sales, and Service cloud by creating User, Roles, Profiles, Workflow rules, and Approval processes.
* Developed email-to-case functionality to capture customer inquiries in the Service Cloud.
* Implemented web-to-lead feature of SalesForce CRM Marketing to automatically capture prospects.
* Experience in Service cloud-related mobile Customization and chatter collaboration.
* Documented detailed use case scenarios for the Marketing and Campaign system using Microsoft Visio.
* Design and implementation of service cloud product applications.
* Managed the integration (Informatica) implementation to integrate CRM (salesforce.com) with other in-house systems including the Master Data Management (MDM) application
* Monitored Defect Tracking system using JIRA to prioritize defects and devise a plan for future enhancements and delivered the artifacts on a timely basis

**Unum, OH| Dec 2016 - June 2019 | Business Analyst**

* Actively participated in testing the application utilizing the Waterfall methodology.
* Conducted requirements elaboration sessions in the salesforce CRM platform to review and validate business requirements.
* Created Excel pivot tables, which showed a table of users that, have not performed scanning of journal voucher documents.
* Conducted GAP analysis to regulate the gaps in the requirements and conveyed them to various modules of the project.
* Developed Business Dashboards, Metrics, and reports for management review and operational efficiency.
* Authored Business Requirements Documents and Functional Requirement Documents for the Service cloud implementation modules.
* Customized Service cloud for applications internal to the organization.
* Facilitated JAD sessions involving the management, development, and user teams for clarifying requirements and facilitating better communication.
* Prepared documents on analytics for online, social, email, and mobile marketing using Salesforce Marketing Cloud studios and builders also integrating it with Service Cloud and Sales Cloud with Social Studio.
* Represented the business requirements in various alternative views such as analysis models, process flow diagrams, and user stories.
* Created and maintained the requirements traceability matrix (RTM) and assist in UAT testing in the Scrum environment.
* Implemented service cloud to improve customer retention and service delivery process improvement.

**EDUCATION**

**Master of Business Administration |** Balaji Institute of Human Resource Development, Pune, Maharashtra

**Bachelor in Business Administration |** Mohanlal Sukhadia University, Udaipur, Rajasthan