



Anil Kumar Pusarla
Salesforce Business Analyst

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Profile Summary:

- 13+ years of experience in the IT and B&FS industry and 4+ years of experience as a Salesforce BA/Consultant, Administrator & Configuration. Having extensive knowledge in implementing, customizing, and maintaining salesforce solutions
- Interacted with various business user groups for gathering the requirements for salesforce.com CRM implementation
- Working with the Development team to solve the gaps in Business requirements
- Migrated the old legacy system and built the new system in Salesforce
- Participated in the potential activity around Salesforce implementation as needed (requirement documentation, demos, estimating, and project planning)
- Worked with PMO (Ministry of UAE Cabinet Affairs) on a prestigious project.
- “World Government Summit 2023”
- Experience in capturing, analyzing, documenting, and realizing the business requirements to design on the Salesforce.com platform by designing the required entities like custom objects, creating the relationships/ junction objects like Master- Child, lookups, Entity Relationship data model, Pages, Classes, Interfaces, Visual Workflows & Workflow rules, Approvals, Lightning Process Builder triggers, Email alerts and business logic
- Excellent experience in Salesforce.com configuration in creating custom Objects, various types of Custom fields, buttons, links, Record types, Page layouts, User Profiles, Workflow approvals, and Validating Rules
- Effective communicator at all levels of an organization in management and technical roles
- Possess good interpersonal and communication skills with audiences of various levels in the organization (Management, Development team, and Third-party integrated team)
- Assisted and Added value in all stages of project work (design, development, deployment)
- Coordinated with QA, UAT, and Go-Live Activities
- Effectively managed business stakeholders, project teams, project communications, and Issue resolutions

CERTIFICATION:

- Certified Salesforce Administrator 201 Certification

EDUCATION DETAILS:

- Post-Graduation (Masters in Business Administration) Finance and Marketing at Andhra University (Visakhapatnam) in 2009



PROJECTS & SUMMARY

Client: Prudent Globaltech Solutions Pvt Ltd
Role: Salesforce Business Analyst
Period: Mar 23-till date
Location: Hyderabad, India

Responsibilities:

- Preparation of BRDs, Project plans, and Developed training documents for post-deployment support in **Salesforce sales cloud, experience cloud, and FSL projects**
- Participated in the discovery sessions of the projects for gathering requirements.
- Created JIRA stories of the development tasks and assigned them to the development team.
- Acted as a Project Manager for the CMMI & ISO renewal training and audit certification program for the organization
- Comparison between UAT and Production after the deployment
- Well-versed with Agile & waterfall methodologies
- Collaborate with stakeholders, including field service teams, operations, and IT, to understand business requirements and gather user needs for field service operations
- Analyze existing field service processes and identify areas for improvement, specifically related to Field Service Lightning functionality
- Configure and customize Salesforce CRM and Field Service Lightning to meet business needs, including setting up service territories, managing work orders, scheduling, and dispatching resources, and optimizing field service processes
- Extensive knowledge of Salesforce CRM and Field Service Lightning functionalities.
- Strong understanding of field service operations, including work orders, scheduling, dispatching, and mobile workforce management
- Proficiency in configuring and customizing Field Service Lightning, including service territories, resource management, and work order management
- Excellent analytical and problem-solving skills, with the ability to translate complex business requirements into scalable Field Service Lightning solutions
- Strong communication skills, both written and verbal, with the ability to effectively collaborate with stakeholders at all levels of the organization. Troubleshoot and resolve issues related to Field Service Lightning functionality, working closely with technical teams as necessary
- Support the field service teams in maximizing the effectiveness of Field Service Lightning through ongoing enhancements and process optimizations
- Collaborate with cross-functional teams to ensure data accuracy, data integrity, and data quality in Salesforce CRM and Field Service Lightning



Client: Savvy Data Cloud Consulting (World Government Summit 2023)
Role: Salesforce Application Support Engineer
Period: Dec 22 – Feb 23
Location: Dubai, UAE

Responsibilities:

- Worked with PMO (Ministry of UAE Cabinet Affairs) for the prestigious “World Government Summit 2023” project in Dubai, UAE.
- Provided production user support for the Salesforce CRM systems while working closely with the Salesforce Senior Developers and Support teams to maintain the operational integrity of production systems.
- Worked on Support tickets regularly based on user’s requirements.
- Identified, diagnosed, and resolved issues for users within the Salesforce.com environment and communities.
- Knowledge of Salesforce clouds such as Sales Cloud, Marketing Cloud, Service Cloud & Community Cloud.
- Help support basic administrative functions including user account maintenance, reports, dashboards, troubleshooting, and other routine tasks.
- Updated Email templates as per the business requirement
- Created tickets in the salesforce-support team for multiple issues (Sudan IP Address enabling, PDF previews in Aura and LWC, email marketing campaigns issues, etc.)
- Managed the situations in the tight deadline on the development changes as per business requirements.
- Tested in different scenarios and collaborated with the development team for the ad hoc changes in the development.

Client: Techcarrot (Al Futtaim)
Role: Salesforce Consultant
Period: Sep 2022 – Nov 2022
Location: Dubai, UAE

Responsibilities:

- Supporting the Data Migration and ITSM Team on the reports of the data from Salesforce
- Document technical requirements and ensure clear communication with all stakeholders and colleagues.
- Active Participant and a part of technical discussions on requirements for Salesforce
- Support End users on Issues in Salesforce
- Worked on bulk data migration from Excel, MS Outlook, and Legacy Systems to Salesforce.com using Workbench, Apex Data Loader, and Import Wizard.
- Worked as a Scrum Master whenever required by conducting Daily Stand-up Meetings, Conducting Show N Tell, Retrospectives, and Setting Up meetings with Business Users for Requirement gatherings.



Client: Kirti Technologies (Dubai South)
Role: Salesforce Developer
Period: May 2022–Aug 2022
Location: Dubai, UAE

Responsibilities:

- Developed Visual Force pages, Visual Force custom controller components, Apex classes, Apex controller classes, custom objects, lookup fields, junction objects, and Master-detail relationships.
- Have written numerous SOQL and SOSL queries using with consideration to Governor Limits for data manipulation needs of the application using platform database objects.
- Requirement Gathering and Analysis, Task Analysis and Deriving Estimates, and Finding business growth opportunities.
- Solution Design, Creating Functional Specifications, High level and Low-Level Design, Test Plans, Code Reviews, Technical training and mentoring, and Technical Input for building a new work pipeline.
- Worked closely with Business Users to improve their business processes by suggesting the best practices possible through Salesforce.com- the world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.

Client: Sales Automated Process – Citi Bank
Role: Salesforce Business Analyst
Period: November 2019 – April 2022
Location: Dubai, UAE.

Responsibilities:

- Gathered and analyzed business requirements from Product Backlog to design a better solution for the existing configuration and implement new features as enhancements.
- Worked on standard objects like Accounts, Contacts, and Opportunities.
- Created multiple Record Types and page layouts to show different fields on the UI for different users of various countries.
- Created custom labels and their translations and used them in the Visual Force pages.
- Created Approval Processes as per the business requirements.
- Worked on Process Builder creating multiple actions on a single object as per the requirement.
- Used Data Import Wizard and data loader for data imports into Salesforce.
- Worked on Developer Console and Workbench for executing SOQL queries, line-by-line code coverage for test classes and executing batch class or any piece of apex code from the anonymous window.
- Enhanced the existing Web Service Classes to include new functionality.
- Involved in Code Reviews.
- Attended Daily Stand-up meetings and participated in other Sprint-related activities like Backlog Grooming, Sprint Planning, Retrospectives, Show and Tell, etc.
- Provided ongoing salesforce.com maintenance support and administration services.



Client: Digital Onboarding Platform, Standard Chartered Holdings
Role: Salesforce Administrator
Period: November 2018 – October 2019
Location: Dubai, UAE.

Responsibilities:

- Requirement Gathering and Analysis, Task Analysis and Deriving Estimates, and Finding business growth opportunities.
- Worked closely with Business Users to improve their business processes by suggesting the best practices possible through Salesforce.com- the world's first commercial Software as a Service (SAAS) application running in Cloud Computing Environment.
- Extensively worked with custom objects, custom fields, custom settings, page layouts, Workflow Alerts and Actions, Approval Processes, and Validation Rules.
- Worked extensively in the creation of public groups/wrapper groups, sharing rules and settings.
- Involved in the Modularization of complex classes into smaller components.
- Worked extensively on administrative tasks like creating Profiles, Roles, Users, and Page Layouts and updating the Permission sets for all the Profiles and Users.
- Have performed page layout customization, page layout assignment based on profiles, and created custom links based on user requirements.
- Developed and configured various Dashboards, Custom Reports, and Report Folders for different user profiles based on the need of the organization.
- Worked on bulk data migration from Excel, MS Outlook, and Legacy Systems to Salesforce.com using Workbench, Apex Data Loader, and Import Wizard.
- Worked as a Scrum Master whenever required by conducting Daily Stand-up Meetings, Conducting Show N Tell, Retrospectives, and Setting Up meetings with Business Users for Requirement gatherings.

Client: Standard Chartered Holdings.
Role: Business Development Executive
Period: Nov 2015 – Nov 2018
Location: Dubai, UAE.

Responsibilities:

- Analyzing past operational results and performing variance analyses.
- Identifying and analyzing trends and forecasts and recommending improvements to the business processes.
- Researching market trends, conducting surveys, analyzing data from competitors, and analyzing the business's operations, expenditures, and customer retention to identify potential issues or improvement patterns.
- Using data analysis and interpretations to guide the decision-making of the business.
- Using operations data to develop pricing models and identify areas for improvement.
- Using statistical, economic, and data modeling techniques and tools.



Client: HSBC HDPI
Role: Research Analyst
Period: July 2013 – September 2015
Location: Bangalore, India.

Responsibilities:

- Analyzing past operations' results and performing variance analyses.
- Identifying and analyzing trends and forecasts and recommending improvements to the business processes.
- Researching market trends, conducting surveys, analyzing data from competitors, and analyzing the business's operations, expenditures, and customer retention to identify potential issues or improvement patterns.
- Using data analysis and interpretations to guide the decision-making of the business.
- Using operations data to develop pricing models and identify areas for improvement.
- Using statistical, economic, and data modeling techniques and tools.

Databases: Capital IQ, Thomson, and other secondary research-based databases.

Client: Williams Lea Pvt Ltd
Role: Research Analyst
Period: March 2012 – July 2013
Location: Chennai, India.

Responsibilities:

- Organizing and analyzing data, creating charts and graphs, and presenting your findings to the leadership team.
- Providing recommendations to improve future business operations.
- Organizing and storing data for future research projects.
- Testing processes, policies, and protocols for efficiency and improvements.
- Analyzing past operations' results and performing variance analyses.
- Identifying and analyzing trends and forecasts and recommending improvements to the business processes.
- Researching market trends, conducting surveys, analyzing data from competitors, and analyzing the business's operations, expenditures, and customer retention to identify potential issues or improvement patterns.

Databases: Capital IQ, Thomson Reuters, SEC, and secondary research-based databases.



Client: S&P Capital IQ.
Role: Research Analyst
Period: October 2009 – February 2012
Location: Hyderabad, India.

Responsibilities:

- Extracting the data from the Research reports and broker reports from various third-party database providers.
- Worked in the Earnings Estimate dept to populate the data of the companies.
- Organizing and analyzing data, creating charts and graphs, and presenting your findings to the leadership team.
- Providing recommendations to improve future business operations.
- Organizing and storing data for future research projects.
- Analyzing past operations' results and performing variance analyses.
- Identifying and analyzing trends and forecasts and recommending improvements to the business processes.
- Researching market trends, conducting surveys, analyzing data from competitors, and analyzing the business's operations, expenditures, and customer retention to identify potential issues or improvement patterns.

Database: Capital IQ, SEC, and other secondary research-based databases.