

Surya Prakash

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Results-driven Salesforce Senior Business Analyst with overall 9+ years of experience in analyzing business processes, implementing Salesforce solutions, and driving operational efficiency. Proven track record of collaborating with cross-functional teams to optimize Salesforce CRM functionality and deliver impactful solutions. Seeking opportunities to leverage expertise in Salesforce configuration, data analysis, and project management.

FUNCTIONAL SPECIFICATION:

- Understanding of Salesforce Admin, Sales Cloud, Service Cloud
- Knowledge of Data Management
- Good experience with multiple Onshore and Offshore Clients and stakeholders and make business plannings
- Conduct trainings for new joiners on domain/ functional/technologies etc.
- Assessing the Need and requirement by understanding the requirement and gathering all the relevant information.
- Soft skills: Leadership, Teamwork, Communication, Problem Solving
- Worked on Business Analytics. Like Predictive, Regression, Correlation, Segmentation
- Having experience in Banking Domain, BFSI, E- Commerce, Financial Department, Industrial
- Strong critical thinking and analytical skills
- Experience in defining requirements, developing functional specifications, developing. Use cases, Business scenario and conducting UAT
- Worked on Business Requirement Document, Use Case, Software Requirement Specification, Product Requirements Document, Retrospection

TECHNICAL SPECIFICATION:

- Salesforce.com platform, Workflow & Approvals, Flows, Reports, Process Builder, Custom Objects, Custom Tabs, Email Services, Security Controls, Lightning, Data Loader, involved in Integration calls
- Knowledge of Technical Tools like: Salesforce Admin, Service Cloud, Sales Cloud, Community Cloud, Excel, MS Visio, Lucid Chart, SQL, SOQL
- Analyse Data and make reports with the help of Excel, V-look up, H-look up, create pivot table, Create Dashboard, Create Power point presentation, Wireframe Designing, Dashboard
- Knowledge of SDLC and Agile Project Methodologies, Agile Development Practices, Waterfall, Rapid Application Development, Testing: UAT, Functional, Unit Testing
- Experience in end-to-end Process of Project

SKILLS:

- **Salesforce CRM, Requirement Gathering, Business Process Analysis, Solution Design, Data Analysis, Project management, User Training, Stakeholder Collaboration**

PROFESSIONAL EXPERIENCE:

Current Organization:

PwC India (Bangalore)

14th Apr'21 to Present

Profile- Salesforce Business Analyst/Manager

Responsibilities:

- Led requirements gathering sessions with client team and other stakeholders to understand business processes and identify opportunities for Salesforce implementation
- Collaborated with cross-functional teams to design and implement Salesforce solutions, including custom objects, workflows, and automation.

- Conducted data analysis to identify trends and insights, driving data-driven decision-making for sales and marketing teams.
- Facilitated user acceptance testing (UAT) and provided training to end-users, ensuring smooth adoption of new Salesforce functionalities.
- Contributed to system documentation, including process flows, user stories, and technical specifications.
- Collaborated with developers, QA, TA, PM to integrate third-party applications with Salesforce, enhancing system capabilities.
- Assisted in data migration efforts, ensuring data accuracy and consistency during system transitions.
- Participated in Agile project management methodologies, including sprint planning and backlog grooming.
- Documenting and designing current and future Salesforce.com enabled solutions and drive all relevant business analysis to ensure the most effective recommendations are made for successful solution and project plan completion
- Ability to self-manage multiple deliverables within tight timeframes and dynamic priorities. Based on experience, can accurately estimate the time to implement complex enterprise level solutions
- Extensive experience interpreting user needs and writing or editing functional specifications for new systems, systems changes and / or system enhancements, has the ability to present ideas in a focused and concise manner. Ability to create compelling business justification for recommended direction and design
- Leadership skills by mentoring more junior level staff and leading meetings
- Assisting project manager in developing project plans, executing project tasks and communicating issues

Organization- Ernst & Young

17th Feb'2020 – 12th Apr 2021

Profile- **Consultant - Advisory PI**

Responsibilities:

- Involved in gathering the business requirements according to the client, conducting analysis accordingly, developing a data model, customizing and preparing detailed Technical design document.
- Development of integrated database for client.
- Development of digital platform enabling access and analysis by govt and private sector
- Modified Business Requirement Document, identified process repetitions, bottlenecks and infrequent routes
- Working on TRD, FRD, SRS, DFD, UML

Organization- Teqforce Solutions Pvt. Ltd. (Ranchi)

16th July'18- 14th Feb'2020

Profile- **Sr. Business Analyst/SF Admin**

Responsibilities:

- Involved in gathering the business requirements according to the client, conducting analysis accordingly, developing a data model, customizing and preparing detailed Technical design document.
- Implemented enhancements on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities, workflows, approval processes, Reports, and Dashboards.
- Designed and developed various Custom Objects, Tabs, and Formula Fields, Cross Object Formulas, Rollup summary fields, validation rules, dependent pick lists, page layouts to meet the need of the application.
- Experienced in Salesforce Lightning process builder.
- Involved in end to end QA and UAT testing, including product pricing and quoting.
- Modified Business Requirement Document, Identified process repetitions, bottlenecks and infrequent routes
- Knowledge of other Agile approaches: Scrum, Kanban.
- Facilitated discussions and team ceremonies, including the daily scrum, product backlog refinement, sprint review, sprint retrospective, and sprint planning.
- Managed and assigned the salesforce licensing based on business requirements.
- Enabled Chatter for the Organization to effectively communicate with the users in the Organization.
- Assisted the development team in creating a company profile, set up new user profiles, define roles, permission levels in Sales Cloud for sales representatives and marketers.
- Implemented Chatter, Chatter desktop, created public and private groups.
- Worked on customization of visual force to have lightning experience for desktop and mobile applications.

- Migrated consistently to Lightning from Classic in order the sales reps find Just-In-Time information about customers and prospects and close the deals faster.
- Build reusable components, and customized Salesforce1 mobile app using the Lightning component framework.
- Worked with Sales Cloud and business process concepts like lead prospecting, reporting, etc.
- Imported data from excel sheets into Leads, Accounts, Contacts, and Opportunities using Data Loader and Import Wizard.
- Created various Workflows and Process builder for creating and updating records, sending email alerts, quick actions and approvals.
- Configured Salesforce through SFMC and did the integration for it and also developed analytical reports for the online marketing and sending bulk mail
- Basic knowledge of Lightning Component
- Managing a team of 20 (SF Admin/SF Developers/ Web Developers/QA) on high level

StepOut Solutions Pvt. Ltd. (New Delhi)

5th Jan'15- 31st May'18

Sr. Analyst Programmer/BA

Responsibilities::

- Experience in co-ordinating with business and IT across all phases of software development life cycle.
 - Expertise in gathering, analyzing and documenting business requirements and Functional Requirement Specifications
 - Expertise in preparing Integration Test Plan, writing and implementing Test scenarios, Test cases, System testing, Regression testing and maintaining Traceability Matrices for baseline documents.
 - Skilled in providing functional specifications to the technical team to bring out technical solutions
 - Possess good communications skills, strong data research, forecasting analysis, corporate actions, problem-solving, and client support.
 - Ensure that our work delivers against our client goals
 - Analysed keyword list for searching website and expanded it as required
 - Creating and Reporting Dashboards by pulling data from different data sources
 - Analyze the KPI of multichannel marketing promotions and provide fine-tuned customized marketing campaign at channel level.
 - Managing business expectations appropriately and keep projects on schedule and within scope
 - Created dashboards and reports in BI Tool as well as in Microsoft Excel (as per the requirement)
 - Administered weekly and Monthly report for Onshore Clients as well as report metrics
 - Quality assurance over deliverables, reports, insights, responses provided by the remote team by reviewing outputs along with creating and reviewing QA plans
 - Designs, generates and manages reporting frameworks that provide insight as to the performance of clients' marketing activities across multiple channels
 - Evaluate clients' business situations and implements appropriate analytic approach
 - Maximize account profitability by managing client expectations and providing superior service within approved scope of work
 - Prioritize tasks and proactively manage workload to ensure all deadlines are met (or exceeded), ensure all work is accurate.
- Developments
- Worked with global client account teams to delivery quality service and support to client
 - Responsible for analysing the needs of the business and its customers and coming up with solutions to business problems
 - Working on Business data. Meetings with Stakeholder and Clients and providing Bright Ideas
 - Involved in the execution & handling of multiple projects. Handling projects globally and prepares summary reports and dashboards. Active contribution to project planning and scheduling
 - Managing a team of 10 associates on high level

Capillary Technologies Pvt Ltd (Bangalore)

8th Mar'13 - 17th Dec'13

Designation: Associate Delivery Manager

Responsibilities:

- Worked on Retail Data and make reports (Weekly) with the help of EXCEL and Send it to client every day.
- Making call to client every day and talk on agenda of Business and market strategy
- Knowledge of Market Research, Primary and Secondary.
- Worked on Loyalty Program
- Worked on different Brands and address the understanding of Business and projects to Manager.
- Implementation of new Designs with in the Business Operating Model
- Preparing Dashboard for stakeholders.
- Worked on reports like Acquisition, Behaviour and Conversion with different Stakeholders.
- Requirement gathering for Business data and application and prepared functional Document.
- For a short time was a part of Analytics, like regression or predictive, Google Analytics
- Knowledge on Excel
- Requirement gathering on multiple projects and prepared functional Document
- For a short time was a part of testing team
- Worked on CRM Application (Capillary Intouch) for customisation of leads and opportunities
- Worked on Campaign management

Awards & Achievements:

Tegforce Solutions Pvt Ltd.

- Bronze Badge Holder in EY Analytics (Data Visualization)
- Became a Ranger in Salesforce
- Silver Award for completing short project in a limited time
- Silver Award for driving quality control process to the entire team

StepOut Solutions Pvt Ltd.

- Got the appreciation from Global Managing Director (Client)
- Extra Mile Award

EDUCATION:

- **PG Diploma completed from** DAC, C-DAC (Pune) 2011
- **BE completed from** Nagpur University 2009

TOOL:

- **Salesforce, SQL, MS VISIO, Lucid, MS Office, Tableau, JIRA, Trello, Asana, GoTo Meeting, Zoom, Webinar, Skype for Business, Slack, Jabber**