susrutha p





( 484 212 1778 | susruthasp@gmail.com

**SUMMARY**

* An MBA professional with 6+ years of work experience as Business Analyst and an exceptional record of delivering **cost effective, high performance** technology solutions to meet challenging business demands. Extensive qualifications in all facets of information systems methodology from conceptual design through documentation, **implementation, user training, quality review,** and **enhancement.**
* Extensive knowledge of Salesforce.com implementation cycle in **Sales and Service** modules.
* Possess comprehensive understanding of CRM business processes like **Campaign** Management, **Lead** Management, **Account** Management, **Case** Management, **Quote** and **Call Center.**
* Expert in Software Development Life Cycle (**SDLC**), Object Oriented Analysis and Design and **Agile** Methodology. Experience in JAD Sessions, Live Meetings and Interviews.
* Experienced in creating **Business Requirement Documents, User Requirement Specification, and Functional Requirement Specifications.** Experienced in creating Data Flow Diagrams, Use Cases, State Diagrams, Sequence Diagrams, Component Diagrams, Use Case Diagrams & Activity diagrams.
* Facilitated scrum ceremonies such as **Product Backlog meeting, Daily Scrum meetings, Sprint Planning meeting, Sprint Review meeting and Retrospective meeting** and Extensive knowledge in maintaining **Productbacklog**.
* Experienced in **Root cause Analysis, Gap Analysis, Testing, and Implementation Phase**
* Strong knowledge in Salesforce Administration & Customization **Data Validation, Sales, Marketing, Customer Service & Support Development team.**
* Developed process enhancements through automations including **Workflows and process Builder.**
* Experience in Salesforce configuration work like **Mass Emailing, Sharing Rules, Roles, Profiles, Email templates, Validation rules, Permission sets.**
* Expert in generating and analyzing **custom reports and dashboard** for management and various business unit personnel to provide detail information on key performance indicators.
* Experience in **Functionality Testing, System Testing, Integration Testing, Regression Testing, User Acceptance Testing (UAT)** and Maintenance testing in different project.
* Experience in data migration from Excel, MS outlook and Legacy Systems using **Data Loader, Import Wizard and Demand Tools**
* Implemented QA methodologies and developed**Test cases, Test Plans and Test scenarios** to meet product’s business requirements.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

**CERTIFICATIONS**

* Professional Scrum Master 1
* Salesforce Certified Administrator

**EXPERIENCE**

**Salesforce Technical Business Analyst**

**HENRY SCHEIN, Melville, NY | Jul 19 – Dec 20**

* Experience in gathering **functional/technical** requirements from Business users and supporting them in understanding salesforce functionality.
* Provided **support**, **training** to Business users in building their salesforce system.
* Experience on **Agile** Technology, writing **user stories** and **Sprint planning** for Scrum.
* Conducted **GAP Analysis** by understanding the AS-IS business process and TO-BE business process.
* creating and customizing **Email template** and configuring them to the email alert within the **workflow rule** for a standard/custom object.
* Created various **Reports** (summary reports, matrix reports, pie charts, dashboards and graphics) and Report Folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the organization’s need.
* Implemented security **and sharing rules** at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the **permissions** based on the organizational hierarchy.
* Effectively created the **pick lists, dependent pick lists and junction objects** to establish the connectivity among objects.
* Interfacing with **Salesforce support** as needed and regularly making recommendations for improvement on Salesforce instances.
* Managing **user activation** and **deactivation process** by **implementing public groups, sharing rules** and **roles.**
* **Authoring simple** to **complex validation rules** to enforce data quality in the application.
* **Configuring workflow rules** and **process flows** to automate and **improve** the **existing application** and to build new features
* Used **field level security** along with **page layouts** to manage access to certain fields.
* **Implemented** and **Deployed DocuSign Templates**. Created new **DocuSign Users** and linked their DocuSign account with their Salesforce account.
* Worked on adding the **Salesforce inbox add in** for Users **Outlook**.
* Used **Sandbox for testing**. created, managed packages and migrated them between Sandboxes and Production environments for final implementation.
* Created the BRD which was translated into **FRD**&**SRS**. Developed business process diagram, activity diagram, and sequence diagram to understand the data flow.
* Created high-level **Use Cases** from Business Requirements and created **UML** diagrams like use case diagram and activity diagram by using MS Visio and UML for various stakeholders.
* Identified various rating **RiskFactors** as per a pre-defined set of rules and created process and data flow diagram.
* Used **SharePoint** of versioning of the documentation and requirements.Participated in Walkthroughs with the QA team.

**Environment:** Agile Scrum Methodology, Data Loader, Demand Tools, MS Office Suite, Microsoft Visio, MS SQL Server, Clear Quest, Work Bench, JIRA, One Note.

**WELLS FARGO, Charlotte, NC
Salesforce Business Analyst| Jan 18 – Jun 19**

Worked on Sampling and Post Booking Control. These projects involved a large collaboration of teams for constant inputs and continuous approvals. Worked closely with Data Integrity Managers (for all Wholesale Line of Businesses), Product Development Team, Technology Partners (vendor) and SMEs’ (for the System of Records – SORs’ and System of Origins – SOOs’).

**Responsibilities:**

* Work closely with developers to customize and **develop, design and manage ongoing system enhancements** to meet the organization’s goals.
* Worked closely with **Product Owners**, coordinating **Product Backlog grooming** and story estimation.
* Presenting business stakeholders with periodic demos to showcase the functionalities being built within SFDC.
* Responsible for providing the Data Mapping for the Critical Business Elements and the respective data elements mapping.
* Involved in many **Integrations, SSO, and Web-to-lead functionality projects** for different salesforce org/ Clients.
* Implemented **Web to Case, Email to Case** functionalities to provide a better customer support to the customers
* Extensive experience **supporting multiple projects** post go-live by resolving **tickets** as per their severity status.
* Created the **Reports** and **Dashboards** as per the business requirements and provided **security** to report folders.
* Querying data from a variety of data sources, joining tables to pull data together, verifying data and creating executive level dashboards and graphs.
* Involved in importing, cleaning, transforming, validating or modeling data with the purpose of understanding or making conclusions from the data for decision making purposes.
* Designed the **UAT** test plans, schedules and handled the entire responsibility for **UAT** testing, Defect resolutions and issue resolutions including the implementation of issue escalation procedures.
* Training users and staff on how to use PBC and Sampling. Designed and delivered a Training Plan and in-person and remote training to internal and external users of the new system.
* Created many **Email Templates** and **Mail Merge Templates** and was involved in doing the mail merge for custom objects.
* Developed advanced analytics, performed detailed data analysis from multiple data sources with the ability to seek out meaningful extrapolative trends and predictive patterns to provide actionable business insights.
* Worked on several lean and Six Sigma process improvement projects with extensive training on train the trainer, lean methodology, Six Sigma principles.

**Environment**: HP QC, HTML, Cross-browser Compatibility testing (IE, IE Edge, Mozilla, Google Chrome), QTP, LiveCycle Designer for creating forms, MS Office Suite, Oracle 9i, Informatica, ER Studio, MiniTab

**TECH MAHINDRA, India**

**Technical Business Analyst | Aug 16 – Nov 17**

* **Administrated over three salesforce instances** with a total of 2k+ users.
* Maintained and customized **Sales Cloud, Marketing cloud** and **Service Cloud** applications
* Planned testing strategy, created and signed off **test-script**, executed **User Acceptance Test**.
* Created user **Roles, Profiles**, **sharing settings and worked on Object Relationship.**
* Used **field level security** along with **page layouts** to manage access to certain fields.
* Designed and deployed **Custom tabs, Validation rules**for automating business logic.
* Created **workflow rules** and defined related **tasks, email alerts, and field updates** and used **Process builder and Flows when it is needed.**
* Created various **Reports and Report folders** to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Implemented **pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields** to the custom objects.
* Provided **Knowledge transfers/ trainings** to the support teams.
* Good Experience in using **SOQL for Querying** for searching Data.
* Used **Data loader, Work Bench and Demand tools** for all data adding, updating, deleting and exporting data.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.

**Environment:**Agile Scrum Methodology, Data Loader, Demand Tools, MS Office Suite, Microsoft Visio, UML, MS SQL Server, Share point, Clear Quest, Work Bench, GitLab, Service Now, Service Manager, Cherwell, RACI, ClearQuest,RTC

**REDINGTON INDIA LTD., India**

**Business Analyst | Jun 14 -Jul 16**

Redington provides end-to-end supply chain solutions for all categories of Information Technology products (PCs, PC building blocks, networking, software and enterprise solution products) and Consumer and Lifestyle products to over 200 international brands and relationship with major brands have been for years.

The scope of the project was to develop an application using HTML and Java which enables potential customers to know how the market is doing currently. Giving complete news and stories about the recent events related to market strategy. It provided a clear and complete picture of the client’s assets in position.

* Involved in requirement gathering using Rational Requisite Pro which included interviews, brainstorms and meetings with Stakeholders and SMEs.
* Ensured that the documented functional requirements were met.
* Maintained and kept track of Stakeholder’s requests for enhancements and changes using Rational Clear Quest.
* Conducted JAD sessions to allow different Stakeholders to communicate their perspectives with each other, resolve any issues and come to an agreement quickly.
* Identified and created all necessary Business Use Cases from requirements, created UML Diagrams including Use Cases Diagrams, Activity Diagrams and Sequence Diagrams using Microsoft Visio.
* Performed Performance Management, Asset Management, Credit Management, Client Reporting and implementing its benefits.
* Understood the business logic, User Requirements and test-objectives to develop test plans, test cases, and test case execution using Test Director.
* Participated in Bug-Review meetings with software developers, QA engineers, managers and suggested enhancements to the existed application from business perspectives, provided solutions to existing bugs.
* Assisted in conducting UAT (User Acceptance Testing) to make sure that all the user requirements are catered by the application.
* Involved in preparing a simple and detailed User manual for the application, for an intended novice user.

**Environment:** Rational Unified Process, Java, J2EE technology, Windows 2000 Advanced Server, UNIX, MS Visio, RUP, SQL Server 2000, Microsoft Office Suite

**OCTOS SOLUTIONS, India**

**Business Systems Analyst | Apr 13 – May 14**

The project was the design and development of future releases of the Online Digital Marketing application. As a BA, my primary responsibility was to act as a coordinator between the project leadership, design and execution team.

* Gathering of Business Requirements. Interaction with Users, Designers and Developers, Project Manager and SMEs to get a better understanding of the Business Processes, and Analyzed and Optimized the process(Requirements Elicitation)
* Assisted in the assessment of Business processes and related project goals. Delivery of comprehensive project estimations/timelines in leadership role.
* Conducting Business Requirements, Functional and Technical meetings with the business groups.
* Preparation of Business Requirement Documents (BRD) including GAP Analysis with client requirements and existing new business system.
* Designed the Prototypes and generated UML diagrams for all functional requirements using Rational Rose.
* Managed Functional Specifications Documents and handled changes required for the system.
* Participating in testing activities. Development of Test cases as a basis of performing Integration and System testing for Functional testing by following phases of test life cycle.

**Environment:**Windows XP, PVCS, Rational Requisite Pro, Rational Rose 2000, QTP, Java, Java Scripts, HTML, XML, MS Office Suite.

**EDUCATION**

* Post Graduate Diploma in Business Analytics, GITAM School of International Business
* Master of Business Administration, Vellore Institute of Technology (VIT University)
* Bachelor of Business Administration, Vellore Institute of Technology (VIT University)