**Pournima**

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**Summary:**

* 9 Years of business analyst experience with knowledge of software Development Life Cycle (SDLC) including requirements, Analysis Design, Development, and Testing for multiple domains.
* Worked closely with project stakeholders, SMEs, staff to understand the requirements and specifications for new applications along with re-engineering the existing application.
* Extensive experience in analyzing and requirements gathering and writing system functional specifications.
* Over 9 years of experience in I.T., 5 Years working as Salesforce Business Analyst and ERP Consultant in Salesforce.com.
* Extensively interacted with the QA Team in creation of the Test Plans, Providing Test Data, Creating Test Cases, and Issuing SRs upon detection of bugs and collecting the Test Metrics.
* Experience in Salesforce.com Customization, Security, Development Support, production Support and Testing.
* Excellent experience in conceptualization of various features of CRM application and acted as a product owner for the product from concept initiation until product implementation.
* Experience on Sales force CRM platform Worked on different environment of SFDC such as Sales and Service Clouds.
* Experience in using Informatica to extract and transform data from various DB2 database to the data warehouse.
* Experienced in data integration, metadata management, ETL, data modeling tool sets.
* Extensive experience with User acceptance testing (UAT), System testing, Integration testing and build verification testing.
* Extensive experience in Strategic development of a Data Warehouse and in Performing Data Analysis and Data Mapping from an Operational Data Store to an Enterprise Data Warehouse.
* Experience in SFDC Integration using Web Service and Apex Programming, Salesforce Service Cloud expertise.
* Analyzed Requirements and created Use Cases, Use Case Diagrams, Activity Diagrams using Microsoft Visio.
* Experience in SOQL, SOSL and Integration of Salesforce.com with external application by using Web services API, Metadata API, WSDL, SOAP and REST protocols.
* Experience in ETL testing using tools like Informatica Power Center and reporting tools like Business Objects X1 3.1, Cognos 8.4.
* Experience in Leading, facilitating and conducting Joint Application Development (JAD) sessions among user community, stakeholders, and technical management.
* Extensive experience in Relational Data Modeling, Dimensional Data Modeling, Logical/Physical Design, ER Diagrams, Forward and Reverse Engineering ERWIN diagrams, analyzing data sources and creating interface documents.
* Experience in owning all aspects of campaign management (trafficking, optimization, troubleshooting, and reporting) with a sustained focus on efficiency and scalability.
* Defined functional business tasks related to projects, maintained project priorities, conducted planning sessions, coordinated work of developers, testers, and other business analysts, and estimated, managed and tracked activities to a timeline.
* Proficiency in analyzing and Creating Use cases, Use Case Diagrams, Activity diagrams, Data Flow Diagrams, Navigational flow diagram using MS Visio.
* Knowledge of Salesforce configuration, data migration, system integration and familiarity with Visualforce (Pages, Components, Controllers) MVC architecture and Apex (Classes, Controllers & Triggers).
* Basic Knowledge of call center coverage to achieve service level targets in multiple lines of business.
* Experience in owning the product roadmap (writing Use cases/User stories) and Creating Use Case and Activity diagrams (UML).
* Expert in ERP implementation in salesforce domain.
* In - depth experience in CRM business processes like Forecasting, Campaign Management, Lead Management, Pipeline Management, Order Management, Account Management, and Case Management.
* Excellent conceptual and working knowledge of SDLC, Waterfall Model, Agile Model and UML Methodologies.
* Extensively interacted with the QA Team in creation of the Test Plans, Providing Test Data, Creating Test Cases, and Issuing SRs upon detection of bugs and collecting the Test Metrics.
* Proficient in Microsoft Office, Userbase, STX, Eclipse, Pro EDI and MDS.
* Proven ability to quickly learn new business domains and technical applications.
* Exceptional listening and comprehension skills; Strong analytical, conceptual, and problem-solving abilities.
* Attention to detail and excellent organization skills and have advanced analytical and technical skills.
* Expert in MS Excel, MS Word, MS PowerPoint, MS Visio, SharePoint, Azure DevOps, BI tools, Agile.

**Education:**

* 2009 – Bachelor’s in computer application - University of Houston TX
* 2011 – Master’s in computer application - University of Houston TX

**Technical Skills**:

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| --- | --- |
| **Domain** | Banking, Insurance, Financial Reporting, Problem management, Change management, Oil & Gas |
| **Salesforce Technologies** | Salesforce CRM, Salesforce SFA, Apex Language, Classes/Controllers, Apex Triggers, Apex Data Loader, SOQL, SOSL, Visual Force Pages, Components, S Controls, Apex Web Services & Testing, AJAX, Workflow & Approvals, Dashboards, Analytic Snapshots Case Management Automation, Custom Objects. |
| **Methodologies** | UML, SDLC, Waterfall, Agile, Scrum |
| **Salesforce Tools** | Eclipse, Force.com Eclipse IDE Plug-in, Apex Data Loader, Force.com, Workbench, Force.com Platform |
| **Documentation Tools** | Visio, MS Word, MS PowerPoint |
| **Project Mgmt Tools** | Microsoft Office Suite, JIRA, Confluence, GITHUB, TFS, JIRA |
| **Other Tools** | MS Excel, Tableau, Power BI, Apptus CPQ and CLM, App Exchange Tools, Informatica Cloud, Marketo. |
| **Operating Systems** | Windows 10, UNIX, Linux  |
| **Database** | Oracle, SQL, MS Access, DB2, VSAM, IMS DB, MS SQL Server, MS Access |
| **Other Software** | Informatica, SM9, Autosys, HPSA, Salesforce, SharePoint, Azure, ServiceNow, Balsamiq |
| **Languages** | Core Java, ASP.Net, HTML, Apex, Java, JavaScript, Bootstrap, Jquery, XML, BMI, SSIS, ETL, XHTML/DHTML PL/SQL, SQL, COBOL, PL/1, JCL |

**Work Experience:**

**Manhattan Life Assurance June 2019 – Current**

**Salesforce Business Analyst Houston, TX**

**Responsibilities:**

* Responsible for ensuring that new capabilities being delivered satisfy business needs and align to overall strategy by managing requirement building for business areas, project tasks, and preforming data analysis, while building and executing technical solutions to streamline processes.
* Identify business process gaps to increase efficiency and provide solutions to satisfy both management and business areas.
* Acted as a liaison between the development, testing, and management group.
* Interacted with various business stakeholders to ensure satisfactory delivery of business needs by managing requirement building for business areas, project tasks, and preforming data analysis, while building and executing technical solutions to streamline processes.
* Created various Business Requirement Documents, Functional Requirements, Data translation, Data Dictionary, Data mapping and Interface specification documents.
* Rolled out the first Salesforce Lightning Implementation Project for Voya.
* Performed Requirement analysis, Impact analysis, GAP analysis and conducted JAD/Interview sessions with Business Stake Holders & IT (Dev, Production Support & QA) teams.
* Provided design solutions by using a combination of data analysis, configuration, workflows, process builder, email alerts, email templates, approval processes, Sales process, validation rules, page layouts, record types, permission sets and public groups, reporting/dashboards, Apex Data loader, CRM Fusion to provide solutions.
* Developed data dictionary & data mapping models of complex business systems, identifying data flows from source to target, and defining respective business rules
* Worked on Data.com Duplicate management and defined various matching and duplicate rules.
* Created multiple Reports and Dashboards for various business teams.
* Responsible for Functional, Smoke and Sanity testing. Hence validate new process and procedures for affected business areas. Supported Business Users during UAT & Production Checkout.
* Interacted with various business user groups for gathering the requirements for Salesforce implementation and documented the Business and Software Requirements.
* Responsible for ensuring that new capabilities delivered satisfy business needs and align to overall strategy by managing requirement building for business areas, project tasks, and preforming data analysis, while building and executing technical solutions to streamline processes.
* Worked on User Stories and prioritization of sprints. Attended scrum meetings, Stand up meetings on daily basis and organized meetings with Business teams on weekly basis.
* Created numerous Process Flows, Activity Diagrams & Wire Frames to support business thought process.
* Worked with development team to convert the Business Requirements to Technical Specifications and coordinated with QA team to validate the defects and prioritize fix deployments.
* Handled various support issues and defects on day-to-day basis and updated JIRA and HPQC accordingly.
* Created Custom Profiles, Public Groups, Permission Sets and Roles to distribute user rights and functionality. Developed Page Layouts, Record Types, workflows, validation rules, process builders, approval process, sales process & support process. Worked on Case Management, Approval process & Support Process modules
* Handled Regression testing for various scenarios and logged the bugs in JIRA.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com.
* Provided custom reports and dashboards to support the needs of the users and business executives.
* Subject matter expert for various business areas, provide technical support, document enhancements and issues per the client’s request, provide on-going training, and update workflows as needed.

**Midland Financial (Midfirst Bank) April 2017 - May 2019**

**Salesforce Business Analyst Oklahoma City, OK**

**Responsibilities:**

* Created the ETL exception reports and validation reports after the data is loaded into the warehouse database/ Sales Force.
* Manage forecasts, contract management and pipeline maturity through the Sales Force.com CRM software.
* Successfully coordinated internally and with other teams to gather information and efficiently learned the system.
* Performed Data mapping, logical data modeling, created class diagrams and ER diagrams and used SQL queries to filter data.
* Lead multiple project teams of technical professionals through all phases of the SDLC using technologies including Oracle, Erwin, DataStage, Data Warehousing, WebSphere, and Cognos.
* Responsible for DBR generation and finished good stock management using O2C Order to cash framework.
* Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product & price book, High volume customer portal, Partner portal, Visual force sites) for business support and technical support for its channel customers.
* Participated and contributed to the improvement of Campaign Management team by testing campaign's performance, creating flowcharts and process improvements.
* Involved in SQL-based data warehouse environments and created multiple custom database applications for data archiving, analysis, and reporting purposes.
* Incorporated the Informatica Velocity approach for Mapping design, development, and Data Governance.
* Worked on creating the Business Requirement Document (BRD) and Software Requirement Specification (SRS) as well as Functional Requirement gathering (FRD).
* Involved in several SOQL & SOSL queries in the apex coding with consideration to Governor Limits for data manipulation needs of the application.
* Profound knowledge of Software Development Life Cycle (SDLC) especially in agile, Scrum methodologies.
* Worked through the whole QTC (Quote to Cash) cycle and Service Contracts integrations with various Ibs.
* Leverage SaaS sales and marketing tools to generate new leads, routinely follow-up with established prospects.
* Facilitated several workshops, JAD sessions and meetings etc. with both stakeholders locally and offshore also Identifying client organization's strengths and weaknesses and suggested areas of improvement.
* Involved in Managing Data modeling project from Logical design and implementation of Sybase Database.
* Involved in Preparing a handbook of standards and Documented standards for Informatica code development.
* Interacted with the ETL team, developer(s), management, and account holders to get the requirements, document them, design templates, and write specifications.
* Used Visualforce in development mode to change the behavior and appearance of Visualforce components.
* Designed and presented a conflict management system fitting organization's needs and culture.
* Oversee the installation, customization, and implementation of the ERP system.
* Configured Sales Force Automation (SFA) for Campaign management, Opportunity Management, Account and Contact Management, Data Quality Management, Lead management.
* Used MS VISIO to produce models like context, use case, sequence, activity etc.

**ConocoPhillips October 2015 - March 2017**

**Business system Analyst** **Houston, TX**

**Responsibilities:**

* Worked as a Sales Force Chatter APP with the organization and regularly participated in the meetings and chatter community.
* Involved in Salesforce.com application setup activities and customized the apps to match the functional needs of the organization.
* Designed and implemented Salesforce Service Cloud to enable the Customer Service team to manage.
* Configured and integrated a wide range of SaaS applications including Salesforce.
* Establish ERP Planning Parameters for effective MRP suggestions.
* Involved in developing the ETL Informatica Mappings for importing data from ODS into subsequent data marts.
* Created the logical models and generated the physical models in the databases using Erwin.
* Involved in Logical & Physical Data Modeling.
* Used Salesforce Automation (SFA) for Sales Lead Management, Opportunity Management, Account and Contact Management, Data Quality Management, and Approvals to automate the process.
* Complete study of the in-house requirements for the data warehouse.
* System solution architecture with external consultancy organization - Full involvement in product SDLC.
* Implemented financial products requiring extensive knowledge in XML/PHP messaging, Web servicing and cross product/platform integration Salesforce integration, APEX, Visual Force.
* Developed business requirements document (BRD) and Functional Requirement gathering (FRD) for signoff with the project manager following requirements capture and analysis.
* Working with Dynamic Apex to access SObjects and Field describe information, execute dynamic SOQL, SOSL queries and DML operations.
* Worked closely with business partners to realize the full capabilities of Sales force CRM.
* Managed all aspects of day-to-day accounting and operations of order-to-cash (O2C) and revenue cycle, from contract review to invoicing and collections to month-end reporting.
* Created pixels, allocated budgets, implemented client ad tags and trafficked creative using Nester’s proprietary campaign management system.
* Excellent facilitation skills in conducting walkthroughs, surveys, questionnaires, interviews, brainstorming and Rapid and Joint Application Development Sessions (RAD & JAD).

**American Express January 2014 - September 2015**

**Business Analyst New York, NY**

**Responsibilities:**

* Responsibilities involved the analyzing end user requirements, communicating, and modelling them to the development team.
* Translate requirements by constructing easy to understand data and process models.
* Engage different teams to discuss the requirement and get the high-level sizing from them.
* Conducted Joint Requirements Development sessions for requirements gathering.
* Worked on storyboard sessions and Use Case Diagrams to refine the gathered requirements.
* Prepared Business Requirements Document converted it to Functional Requirements Specification using RUP.
* Worked extensively on the Card and payments.
* Followed the Unified Process Methodology for iterative design. Worked on Agile and Waterfall methodologies for software development.
* Worked on the reward points system of the application.
* Developed a Requirement Traceability Matrix and ensured its timely update.
* Reviewed and approved test plans created by the team.
* Worked with Project manager and other users and created Work flow diagrams using MS Visio/UML.
* Worked on creating the business requirements for Data Migration from Mainframe Legacy system to new Oracle database.
* Managed sprints i.e. burn down charts, project velocity, sprint backlogs and product backlogs using JIRA.
* Managed, Shared, and tracked version histories of product backlog documents, sprint backlog documents and burn down charts with Confluence
* Involved with the requirements, design, development, testing and administration of transaction and analytical data constructs/structures.
* Expertise in creating Data Mapping Documents and Source to Target Transformation document.
* Worked on the validation and integrity of the migrated data.
* Worked on the customization and altering the business rules for service now.
* Created User Manual using MS Visio for better visualization and understanding of the software application.
* Processed requirements for creating Analytical reports for the business.
* Conducted Joint Application Development sessions with Developers, Testing teams and Subject Matter Experts.
* Prepared a schedule and workflow for the development team using MS Project.
* Involved in conducting User Acceptance Testing with prospective users.
* Played an active role in Production Support and maintenance of the application.
* Conducted status meetings and presided over the onshore team meetings to discuss Defect, Enhancement.

**Royal Bank of Scotland March 2012 – December 2013**

**Business Analyst New York, NY**

**Responsibilities:**

* Analyzed business and user requirements and documented them into systems requirements.
* Ensured system requirements are understood by all the members, including business group and the technical team.
* Gathered the inputs and sign-offs from all the stakeholders.
* Identified, evaluated, and implemented changes to improve system processing.
* Built functional specification documents and knowledge solution documents for all the systems.
* Identified as a client-Server resource to handle production issues related to Informatica, Autosys, and Microsoft server.
* Good Knowledge in money transfer system.
* Configuring and scheduling the workflows through Autosys scheduling tool.
* Preparing all the status report like WSR. Daily hourly task status, Activity tracker, Competency tracker etc.
* Coordinating between onshore and offshore teams, conducted training sessions as per requirement.
* Responsible for analyzing issues related to actuarial and finance related details for impacted transaction at time of SOD.
* Analyze, validate, and specify the needs of the project stakeholders, customers, and end users
* Designed detailed implementation plans for release including but not limited to change tickets and tasks list.
* Conduct walkthrough meetings with client to explain the Root Cause Analysis of critical production issues.
* Point of contact for any Functional & Technical clarifications.
* Involved in CRs (Change Requests) discussions and contributed in Impact analysis.
* Monitoring and managing all the report generation jobs through ETL tool i.e. Informatica.
* Performing and updating Root Cause Analysis report for Problem Management team and coordinating with Vendor for analysis and RCA.
* Deploying the changes provided by the Vendor to avoid the problem in future.

**Exelon Corporation April 2011 – February 2012**

**Business Analyst Houston, TX**

**Responsibilities:**

* Identify opportunity for process/system improvements by adopting new Epic functionality
* Developed Functional and Technical Requirements from end users
* Worked with application end users to identify and correct issues in a timely and professional manner
* Developed test scripts and conducted UAT Testing events for end users.
* Utilized Agile Software Methodology and actively participated in creating the user stories and burn down charts to estimate sprint delivery
* Performed GAP analysis by performing the system analysis between the scheduling systems and documented the gap items.
* Conducted gap analysis and provided support to special IT projects.
* Conducted end user training and created the manuals.
* Done regression testing of web application products