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Description automatically generated**Deepak P**

**Salesforce Business Analyst**

**Professional Summary:**

* Senior Business Analyst with **8+ years** of work experience and an exceptional record of **delivering cost effective, high performance technology solutions** to meet challenging business demands.
* Good domain knowledge and work experience in **Digital marketing, Banking and Supply chain.**
* A thorough understanding of the various SDLC methodologies and hands-on experience working in **Agile-Scrum, Waterfall/Scrum/Kanban Hybrid, SAFe 3.0** (Scaled Agile Framework) and Waterfall Framework with an in-depth knowledge of other industry standard SDLC methodologies such as Scrumban, and XP.
* Possess core and leadership skills including communication, decision making, problem solving, empirical analysis, critical thinking, documentation, visual modelling, facilitation, elicitation, stakeholder analysis, issue management, risk management, conflict resolution, team building, staff, and resource management.
* Adept at coordinating with Stakeholders, Subject Matter Experts (SMEs) and End Users to understand, analyze and gain consensus of requirements through techniques such as **Prototyping, Brainstorming, Interviews, Focus Groups, Joint Application Design (JAD), Joint Application Review (JAR) sessions.**
* Experience in preparing/assisting Project Deliverables such as **Project Charter, Work Breakdown Structure (WBS), Statement of Work (SOW), Business Case, Business Requirement Document (BRD), System Requirement Specification (SRS), Functional Specification Document (FSD), Requirement Traceability Matrix (RTM), Data Mapping Document, Dependency Matrix, Test Scenarios, Test Cases** and **Test Reports.**
* Expertise in performing **As-IS/To-Be, Gap Analysis, SWOT Analysis, Cost Benefit Analysis, Risk Analysis, Feasibility Study, Fishbone Analysis, Tree Hypothesis, Benchmarking** and **Root-Cause Analysis.**
* Vigorously used various modeling tools like the **MS Visio and Balsamiq Mockups** for prototyping wireframes and mockups and illustrating UML diagrams. Firsthand experience with interactive and collaboration tools like **Confluence** and **SharePoint** to improvise team's communication thus promoting teamwork.
* Knowledge of **Data Warehouse architectures**- Hub and spoke, federated, independent, centralized, along with **Data Marts, Star/Snowflake Schema, Facts, Dimensions, OLAP, MOLAP, ROLAP, HOLAP and** ETL process such as source system exploration, data assessment, data profiling, and cleansing.
* Strong understanding of **Source to Target Mapping** rules and prepared Data Mapping Specifications artifact.
* Experience in creating Data Modelling diagrams such as Conceptual, and Logical diagrams.
* Strong experience in Business and **Data Analysis**, **Data Profiling**, **Data Migration**, **Data Integration** and **Metadata Management Services**.
* Strong understanding of web service concepts like **SOAP, REST, JSON, XML** under various architectures like **Three-Tier Architecture, Service Oriented Architecture (SOA), Micro Services Architecture**.
* Used **AWS** command line client and management console to interact with AWS resources and APIs.
* Experience in identifying and documenting **REST, SOAP APIs** using **Swagger**,testing using **SOAPUI** & **Postman.**
* Good practical experience in retrieving data using **SQL queries** like **Joins, Aggregators, Sub-queries** and **Stored procedures** using tools **like MS SQL Server Management Studio** and **Oracle SQL Developer tool**.
* Adept at creating **User Stories** with **INVEST** criteria by slicing Epics in **Horizontal/Vertical slices** based on Business Value and writing **Acceptance criteria** using **JIRA** and mentored best practices of **TDD, BDD** & **ATDD**
* Assisted Product Owner in writing **Definition of Done (DoD)** and prioritizing user stories in Product Backlog.
* Participated in **Sprint Ceremonies** (Backlog grooming, Sprint Planning, Sprint Review and Retrospective) & efficient in using prioritizing techniques such as **Planning poker, Bucket system, Relative Mass Valuation, T-shirt sizing**,Retrospective techniques such as **Silent Writing, Happiness Histogram, Star Fish, Sad Glad Mad.**
* Experienced in supervising **Smoke Testing, Black box Testing, System Testing** and **Regression Testing**.
* Extensive knowledge about **Data Visualization** and **BI tools** such as **MicroStrategy, Tableau** for creating reports such as **Heat Maps, Tree Maps, Bar Graphs, Dashboards, Interactive** and other static reports.
* Extensive knowledge of **Continuous Integration & Continuous Deployment (CICD**) using **Jenkins & Bamboo**.
* Proven active involvement in **Postproduction Validation** and **Production Support**.
* Highly motivated and organized leader with excellent client relationship, communication, and delivery skills.

**Technical Expertise:**

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| --- | --- |
| SDLC Methodologies | Waterfall, Agile Scrum, Waterfall/Scrum/Kanban Hybrid, SAFe4.0, Kanban, RUP, XP |
| Modelling Tools | Lucid Chart, Balsamiq, MS Visio, Wireframe Pro |
| Collaboration Tools | MS SharePoint, Confluence, GIT |
| ERP & CRM | SAP ERP, Salesforce CPQ, Salesforce CRM, Netsuite CRM |
| Requirement Management | JIRA, Polarion, Confluence, MS Project, MS Office 365 (MS Word, MS Excel, MS PowerPoint, MS Access), MS SharePoint, MS Outlook. |
| ETL Tools | Informatica Power Center 8.x/9.x, Talend Integrator |
| Testing Tools | HP QC/ALM, Selenium |
| Databases | MYSQL, Microsoft SQL, T-SQL, Oracle SQL, DB2 |
| Data Warehousing | ER Modelling, Dimension Modelling, Data Marts, OLTP, OLAP, Data Profiling, Data Mapping, Data Mining, Data Validation, Star Schema, Snowflake Schema |
| Reporting Tools | Tableau, MicroStrategy, Kibana, Power BI, MS Office suite |
| Programming Languages | Python, JAVA, .PHP, C++ |
| Cloud Based Tools | Salesforce CRM, AWS EMR, Microsoft Azure, Informatica cloud |
| Web Services | SOAP, REST, XML, JSON, SWAGGER tool, POSTMAN, SOAP UI |

**Professional Experience**:

**Client: First Republic Bank, San Francisco, CA June 2019 - Present**

**Role: Sr. Business data analyst**

First Republic Bank is an American bank and wealth management company offering personal banking, business banking, trust, and wealth management services. The project entailed increasing efficiency of marketing campaigns by improving cross-selling lead generation process by training and deploying **machine learning model** using **random forest algorithm** to analyze **customer behavior**, by leveraging **Cloudera Hadoop on AWS EMR, Aster Analytics** as **big data analytics** engine, **Teradata RDMS** as target storage for analytics result, and **Tableau** for data visualization.

**Responsibilities:**

* Interviewed Business stakeholders, SME’s to understand the As-Is process and to identify the gaps which the system intended to solve. Conducted **JAD sessions** and **focus groups** for requirement elicitation and Partnered with stakeholders and Business Intelligence teams to acquire necessary data for robust analysis.
* Ensured the system was in accordance with the **GDPR** & **COPPA** compliances by coordinating with legal team.
* Participated in **Scrum ceremonies** and assisted Product Owner in converting Epics into **User stories**, writing **Definition of Done (DoD)** and prioritizing them in the Product Backlog using **JIRA**.
* Involved in **Backlog grooming** session, helped the scrum master in **conflict and resolution management**.
* Worked with design team in creating **Prototypes**, **Mock-ups** and **Wireframes** using **Balsamiq** to help represent the functional requirements/GUI requirements in a visual/graphical format.
* Assisted Data Scientists (Developers) in writing algorithm for **Data Mining** activities and also served as a liaison between third party data vendors and business stakeholders to get relevant data.
* Gave insights for creating **customer base segments** and writing recommendation logic for each segment keeping in mind various parameters such as age, location, interests, buying behavior, spend patterns etc.
* Analyzed the pattern on data and found the best suited **algorithm for predictive analytics**.
* Performed root-cause analysis to identify reasons for fluctuations in different sources of revenue and customer satisfaction using **descriptive** and **regression analysis** in **Python** and visualization through **Tableau**.
* Created **Data Mapping Specification Document** by identifying Data Source and Target tables along with transformation rules and helped create **Conceptual and Logical Data Models** by identifying the Entities and Relationships, specifying data types for attributes, and modifying PDM based on the physical constraints.
* Provide support in developing and maintaining **ETL processes** that extract data from multiple SOR's residing on various technology platforms then transport the data to various delivery points such as data marts or data warehouses.
* Implemented BI solutions by monitoring and tuning queries and data loads, addressing user questions concerning **data integrity, monitoring performance**, and communicating functional and technical issues.
* Provided **ad-hoc support** to risk managers to help them better understand the behavior of the models.
* Facilitated the team in construction of the **Machine learning Algorithms** such as **Random Forest, K-means clustering** in **Map reduce**, **Teradata aster analytics** which made it easier to train and validate the system.
* Utilized **Test Driven Development (TDD)** and **Acceptance Test Driven Development (ATDD)** techniques for building the application components and performed **Automated Testing** using **Selenium**.
* Collaborated with QA team to write **Test Plans, Test cases** and actively participated in other functional testing by aiding the Quality Assurance teams in the **Smoke Testing, Regression Testing and Alpha Testing**.

**Environment:** Scrum Agile, Oracle data warehouse, Oracle SQL, AWS EMR, Cloudera Hadoop, Teradata Aster analytics, Talend Integrator, Teradata Query grid, Teradata RDBMS, Tableau, JIRA, and Selenium.

**Client: Lowe’s, Mooresville, NC Nov 2018 - May 2019**

**Role: Salesforce Business analyst**

Lowe's is an American retail company specializing in home improvement. Lowe's and its related businesses operate over 2,200 home improvement and hardware stores in North America. The scope of the project was migration of **Siebel CRM** to **Salesforce Service cloud** using **ApexDataloader** and integrating it with **SAP ERP** using **MuleSoft** to avoid dual data entries and data redundancies and connect the SAP with Tableau to analyze and predict inventory demand based on demand estimation algorithm to avoid overstocking at warehouse and provide better choices and in-demand products to the customers in minimum possible time.

**Responsibilities:**

* Assisted Product owner in **Product Increment (PI) Planning** and ensured the team dependencies were minimized while monitoring whether the SAFe principles were being followed.
* Worked at team level in breaking down **PI objective** into independent user stories and writing acceptance criteria using **JIRA** and **HP ALM** and worked with PO and the team in defining **Definition of Done** and **Definition of Ready**.
* Responsible for business process analysis that includes **requirements facilitation**, **definition & analysis**, **alternatives**, **software selection**, **prototyping**, **business process design and mapping**.
* Lead business requirement definition, translation of business requirements into **SFDC terminology**, and **Service Cloud solution** design review to ensure business requirement fulfilment.
* Extensive experience configuring and designing the **Salesforce.com** CRM solution to support existing business processes.
* Designed and deployed solutions that optimized the **Service cloud** functionality and lead the implementation.
* Prepared graphical depictions of **Use Cases**, **Use Case Diagrams**, **State Diagrams**, **Activity Diagrams**, **Sequence Diagrams**, **Component Based Diagrams**, and **Collateral Diagrams** and creation of **technical design (UI screen)** using **Microsoft Visio.**
* Build new processes and functionalities using **Batch Apex** for Robust Email Integration between **Salesforce Marketing Cloud** and Salesforce and developed visual force pages using apex components.
* Managed Auto response rules if customers approached beyond the business hours and toiled on **Record Types**, **Validation Rules**, **Triggers** and **Page Layouts**.
* Implemented **Marketing Sales, Customer Service, Call Center** & **Support Administration**.
* Implementing **Sales Cloud, Service Cloud, Chatter**, and custom applications in SalesForce.com.
* Performed **mass data imports** using the API or an import tools as requested by **CRM Manager** or others after approval.
* Worked closely with **Business Users** to understand the Intended functionality of the legacy System which involves integration with SQL Server for Data Processing.
* Developed dynamic Salesforce.com Visualforce pages using Apex page functions and actions, designing them using HTML, CSS, and JavaScript.
* Wrote an Apex Trigger on Contact for cross object field update for reporting purposes.
* Lead the **User Acceptance Testing** efforts to verifying that the developed reports meet the requirements.

**Environment:** Safe 3.0, Office 365, REST, JSON, XML, MS Visio, AR, Informatica PowerCenter 9.6.x, MicroStrategy 10.3, JIRA 7.4.0, HP ALM, Selenium, TDD, Teradata data warehouse.

**Client: Stanley Black & Decker, New Britain, CT April 2017 - Aug 2018**

**Role: Salesforce Business analyst**

Stanley Black & Decker, Inc., is a Fortune 500 American manufacturer of industrial tools and household hardware and provider of security products. The scope of the project was integration of **Salesforce CRM**, **Salesforce CPQ** and **SAP ERP** applications and connecting the systems to billing solution using Oracle Integration Cloud to synchronize E-commerce Data sales and transactional data to the on-premises backend servers to gain control over the entire **order-to-cash (OTC)** workflow and to drive revenue, increase employee productivity, improve organizational visibility, and eliminate the costs of legacy technology.

**Responsibilities:**

* Gathered requirements from sales director, marketing manager, inventory manager, SMEs and other stakeholders using different **elicitation techniques** like **Document analysis, Workshops, and JAD sessions.**
* Created prototypes, implemented visual changes with the help of **mockups** and wireframes using **Balsamiq.**
* Worked with Product Owner in coordinating initiation, planning, scheduling, task assignment, change management, status reporting, and grooming product backlog by following **MoSCoW Technique.**
* Participated in **Scrum ceremonies** and assisted Product Owner in converting Epics into **User stories**, writing **Definition of Done (DoD)** and prioritizing them in the Product Backlog using **JIRA**.
* Prepared **Process Definition Documents** and **Data Mapping Template Documents** for all **order-to-cash** (OTC) processes.
* Created **Use case diagram, activity diagram,** and **sequence diagram** with the help of **Lucid chart**.
* Assisted testers to check data integrity and performed **Salesforce** customization as per client’s need.
* Helped in writing & documenting the transformation logics in the **Data Mapping Document** and Ensured that the mapped data was according to the field requirements and **validation rule set** in Salesforce.
* Assisted in **data profiling, data cleansing,** setting the **data connection and data integration of Salesforce** and **SAP-ERP** system to gather the required data using **Oracle integration cloud**.
* Configured **order-to-cash** (OTC) Business processes with new **Sales Document** Types, New **Item Categories**, **Delivery Document** Types and **Billing Document** Types including the Copy Controls and Routines to take care of Requirements and Data Transfer Routines.
* Identified the objects which required **bi-directional access**, the objects which needed to **sync to/from SAP ERP** and identified the **outbound messaging interface**, associated notification indicatorsfor **CRUD** operations.
* Assisted with **data imports, exports** to Salesforce using **Data loader** to gather data stored in **CSV format**.
* Developed and created **customized reports and dashboards** in SFDC for **service and marketing clouds**.
* Validated the entire **integration process on Salesforce.com** end to verify **object name, object fields and whether the notifications** were received in the desired format at the right time.
* Involved in identification and documentation of **Salesforce APIs** like **REST, SOAP, BULK, Analytical APIs** and prepared **API Documentation** using **Swagger** with development team.
* Performed testing to verify **HTTP status code, response format, security and authorization.**
* Conducted a performance review during the maintenance phase and the end-user environment and drafted an In-process review report to check the status of the systems and to receive client feedback.
* Designed user manuals, training procedures and FAQ’s to assist clients in using the integrated system and generated **static and** **dynamic reports** using **Tableau**

**Environment:** Agile-Scrum, SAP ERP, Salesforce CRM, MuleSoft, JIRA 7.1.9, Confluence, Balsamiq, Qualtrics, Apexdataloader, Bulk API, REST API, MS Office Suite 2016, HP ALM, SWAGGER, SOAP UI, Tableau 10.0

**Client: ICICI Bank, Mumbai, India Aug 2015 - Feb 2017**

**Role: Business System Analyst**

ICICI Bank is India's largest private sector bank, offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates. The scope project was to develop an automated system implementing **Black Knight Mortgage Servicing Platform** that would support and enhance the **straight-through processing** of commercial loans from point of sale to post-closing.

**Responsibilities:**

* Lead the requirements gathering effort in implementing **Black Knight Financial Group’s Mortgage Servicing Platform** (MSP), as a replacement to the legacy platforms that **support Servicing and Default operations**.
* Worked with the business users and with different levels of management to identify requirements and use cases.
* Facilitated **Joint Requirements Planning (JRP)** sessions with SME’s to understand **Loan Processing life cycle.**
* Review **Commercial Loan Documentation** to ensure enhancements are meeting the proper audit standards.
* Analyzed and gathered requirements for creating **Business Requirement Document (BRD), Functional Specification Document (FRD)**and**Requirement Traceability Matrix**
* Decomposed the scope from the **FRD** and **BRD** into user stories by conducting a story writing session with the Product owner and then the **Acceptance Criteria** for each User Stories.
* Developed **Use Cases** and **created Use case diagram, Activity diagram** and **Sequence diagram** after accessing the status and scope of the project and understanding the business processes using **MS Visio.**
* Created **prototypes** and **high fidelity** and **low fidelity** **mockups** and **wireframes** using **Balsamiq.**
* Wrote **Test Cases in MS Excel** for user registration, access to training material, and activity log-in and Responsible for defining and designing **Commercial Lending Loan approval process** which resulted in **data collection and analysis**.
* Implemented front End of a **Fixed Income Derivates Trading System**, including **trade blotter** and interfaces to risk management, accounting, and middle and back office.
* Created requirements analysis and design phase artifacts, activity diagrams and sequential diagrams using MS Visio.
* Worked on remediation of critical end user apps linked to the legacy system.
* Assisted Test Plans with QA Team in MS word for Manual Testing, system Testing, Integration Testing, Performance Testing, Regression Testing reviewed their consistency with business requirements.
* Supported User Acceptance Test (UAT) and collaborated with QA team to develop Test Plans, Test Scenarios, Test Cases and Test Data to be used in testing, based on business requirements, technical specifications, and product knowledge.

**Environment:** Scrum-Hybrid, SQL, MS Office, MS Visio, ALM Quality Center, UML, Windows Server, PHP, Confluence, PowerBI

**Client: AXIS BANK, Mumbai, India Dec 2013 - July 2015**

**Role: Jr. Business Analyst**

Axis Bank offers a wide range of banking products and financial services to corporate and retail customers through its specialized subsidiaries in the areas of investment banking, venture capital and asset management. The project was about developing an Online Banking Application that will help customers accessing their savings account, checking account, and credit card account via Internet.

**Responsibilities**

* Interacted with the customers and internal stakeholders conducting **requirements workshops** and **One-on-One Interviews** to gather user requirements and their expectations from the system.
* Involved in analyzing Business Requirements and developing System Specifications.
* Analyzed monthly/quarterly performance against plans and forecast and recommended corrective actions.
* Assessed business priorities and advised business units by performing **Risks and Cost-Benefit analysis**.
* Used **Rational Rose** to generate **Use Case diagram, Sequence diagram** and **activity diagram**.
* Organized cross training of team members and users to become more responsive.
* Participated in the development and preparation of the **Test Plan** with the testing team as well as ensuring testability, reliability, usability, maintainability, and performance of the application.
* Involved in incident reporting and change and configuration management procedures using **Clear Case**.
* Ensured that the modifications suggested by the users were incorporated into the application.
* Formed a bridge between the Project Manager and different teams with effective presentations.

**Environment:** Load Runner, UML, Clear Case, MS Access, MS Office, ASP, DB2, JAVA, SDLC, Rational Requisite Pro, Rational Rose, Windows 2000, MS Office, MS Project, MS Visio.

**Client: Mahindra Logistics, Mumbai, India Sep 2012 - Nov 2013**

**Role: Jr. Quality Analyst**

Mahindra Logistics Limited is one of India's leading third-party logistics (3PL) solutions providers. The scope of the project was to add logistics cost estimator which calculates the cost based on the transportation type, distance, weight of the product in an existing e-commerce website to automate invoice generation for logistics.

**Responsibilities:**

* Worked with developers, BA and technical analysts in JAD sessions to ensure full understanding of requirements.
* Wrote new functional and GUI test scripts in Microsoft Test Manager - Team Foundation Server.
* Maintain QA documentation pages with visual metrics, procedural steps, and contact information.
* Collaborated with other QA team members during smoke and regression suite execution.
* Perform backend testing using SQL statements to check database tables for validity and integrity.
* Involved with Functional, Regression, Integration Testing, Unit, Smoke and Sanity Testing on the Web Application.
* Assisted the team lead and Business Analyst in preparation of Test plan and Test strategy document.
* Updated manager on test reports after analyzing results and revised test cases for new features & capabilities.
* Responsible for entering bugs into QC to track defect status and co-ordinate defect resolution with the developers.

**Environment:** Waterfall, Oracle SQL, HTML, Java script, Java, Quality Center, MS Office Suite, MS Test Manager

**Education:**

* Bachelors in Automobile Engineering