

ADITYA RANA (23/07/1996)

WhiteField, Bengaluru, Karnataka, 560067

Contact: +91-98105 59812;

Email: [aditya.rk.rana@gmail.com](mailto:aditya.rk.rana@gmail.com);

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Business Analyst with over two years of experience in deep business processes which includes different phases namely problem definition, effort estimation, diagnosis, solution generation, design and deployment in harmony with the clients business needs and converting business ideas into revenue generating entities with support of the engineering team. Also worked closely with the human resources team to bridge the talent gap as and when needed with precision hiring and placement. Maintaining and achieving revenue goals set by the company to ensure progressive growth of the company and my team. Developing client relationships to enhance clientele which helps in bringing more revenue, enhancing international and national client relationships.

#### Internships

- Supply chain management department at Varun Beverages Limited, RJCorp, Gurugram (2019 - 3 Months)
- Technical internship as MEAN Stack developer at Sagacito Technology Pvt Ltd, Gurugram (2019 - 1 Month)

#### Tools

- Jira
- Basecamp
- Microsoft Office Suit
- Balsamiq
- SWOT Analysis
- Tableau
- Power BI

#### Experience

- Hudson Agile Ventures Pvt Ltd (2019 - 2021) Business Analyst / Assistant Account Manager and Solution Architect

## Projects Delivered: (East Coast - United States Of America)

- Client acquisition from 2nd level call till closure of the deal for website redesign and development along with seo and digital marketing.
- Giving client best solution for his business needs, have a cigar selling website, wanted to extend to mobile application with customer module, driver module and admin module, with full features including login/registration, e-com for his products, checkout page, payment integration of authorize.net, in the customer application along with various static information tabs like privacy policy, user agreements, contact us, etc. - driver module having features like taking orders, delivering orders using google maps api, and finishing order - admin module have features like dashboard for sales, editable customer info, orders, and product list, etc.
- Client requires an affiliate website for its design of a custom fragrance and cologne business. This includes building an efficient way to bring in affiliates through multi-media marketing and give gifts/price/incentive in various forms to these affiliates on successful joining of a member via an existing member in a binary tree. The website has a user interface where affiliates can sell or buy their custom designed colognes or fragrances through the portal also giving them flexibility to custom design labels and make orders. The admin module monitors the sale and affiliates redeem points based on which gifts are allotted to these affiliates.
- The client requires an iOS application where he/she can sell his services which includes selling and giving services such as window panes, patios and enclosures.
- The client requires a static website for his structural auditing business which displays his projects and clients along with information on his services with an additional page called contact us so that anybody can reach out to him.
- Client requires to have a food delivering system where business owners and customers are on a single platform. He asks for a business owner application on both android and iOS platforms to be prepared which enables the business owners to showcase their food item along with pricing, discounts, offers, and various other features. There is also another customer application on both the mobile application platforms which enables customers to come online and place orders from their choice of business owners(restaurants or eat-outs). Delivery module was in the future scope of this project.
- Clients own a moving company where they move anything and everything from a one bedroom material to a corporate office material and have their own logistics as well. We were supposed to design, build and deliver mobile applications for the business on both iOS and Android platforms as well as redesign the website. Digital Marketing was in the future scope of the project.
- Client requires to re-design his backyard redesigning business website with add-ons in his services list and contact updates.

#### Responsibilities:

- Creating Work Breakdown Structures, Technical Business Proposals, RFQs and RFPs for the clients
- End to end client interactions along with the engineering team in a closed compartmentalized environment
- Explore the alternatives to the recommended solution based on research that includes literature surveys, vendor evaluation services, information available in public domains, etc. and building PoCs.
- Derived conceptual designs from business objectives to deliver software and applications
- Creating requirement specifications from the business needs, defining the to-be-processes and detailed functional designs based on requirements
- Created workflow diagrams and Gantt charts to clearly demonstrate processes and timelines
- Assisted in planning the timeline of software development life cycle and system testing efforts
- Assisted HR department and engineering team to improve client satisfaction
- Led cross functional teams to analyse and understand enterprise wise operations impacts and opportunities of technological changes
- Worked closely with software development and testing team members to design and develop solutions to meet client requirements for functionality, scalability and performance
- Reviewed files, records and other documents to obtain business information and key data informing responses to development requests
- Support configuration solution requirements on the products; understand if any issues, diagnose the root cause of such issues, seek clarifications and then identify and shortlist solution alternatives to the client in best possible ways
- Drafted daily and weekly project progress and revenue reports

#### Educational Credentials:

- B.-Tech Computer Science Engineering 2019 ,Manav Rachna University, Faridabad 7.02 CGPA
- Class-12, 2014, Chinar Public School, Alwar, CBSE Board 85%
- Class-10, 2012, Chinar Public School, Alwar, CBSE Board 95%

## Research Work

- Presented a paper titled 'Wavelet Thresholding Algorithm For Image Denoising' in ICGCET'18 in Denmark, Conference paper in proceeding with ISBN.
- Presented paper titled' Wavelet Thresholding Algorithm For Image Denoising' in ICGCET'18 in Denmark, extended version of Conference Paper in Journal with ISSN.
- Presented a paper titled' Big Data And Its Applications In Automated Systems' in ICACCCN'18 in Noida,India.

Areas of interest: Research,Music-Theory, Books, Football,Trekking and Hiking

LinguisticCompetencies: Intermediate level German, Fluency in English & Hindi.