



Kratika Gupta

Business Analyst

Dedicated and results-driven Business Analyst with over 4+ years of experience, excelling as a committed team player with robust analytical and communication skills. Proven track record of delivering high-impact solutions aligned with organizational objectives. Recognized for identifying operational inefficiencies, conducting in-depth analyses, and translating complex business needs into practical solutions. Adept at requirements gathering, project management, and driving process improvements to enhance overall efficiency. Possesses strong leadership qualities, outstanding communication skills, and a commitment to delivering impactful solutions that align with business objectives.

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PROFESSIONAL EXPERIENCE

Cloud Analogy, Business Analyst | Jan 2020 – Present

Project: Business Process Optimization

Responsibilities:

- Conducted comprehensive requirements gathering sessions with stakeholders to identify pain points.
- Analyzed user requirements, performed impact analysis and generated system requirements documents by following BRD's
- Utilized process mapping techniques to visualize and document current workflows and proposed improvements and Implemented changes, resulting in a 25% reduction in processing time and a 15% increase in productivity.
- Employed change management strategies to ensure smooth adoption of new processes across teams.

Project: Market Expansion Analysis

Responsibilities:

- Conducted a comprehensive analysis of market trends, competitor strategies, and customer demographics.
- Utilized SWOT analysis to assess the organization's strengths, weaknesses, opportunities, and threats in potential new markets.
- Developed business cases and financial models to evaluate the feasibility of expansion initiatives.
- Collaborated with cross-functional teams to develop and implement market entry strategies.

Project: System Upgrade and Integration

Responsibilities:

- Conducted requirements analysis to identify system upgrade needs And integration opportunities.
- Conducted GAP Analysis prior to integrating platform solutions within a defined project scope.
- Worked closely with IT teams to oversee the implementation process from development to deployment.
- Utilized change management techniques to ensure a seamless transition for end-users.
- Collaborated with cross-functional teams to implement streamlined workflows, improving overall operational efficiency

Project: CRM System Integration

Responsibilities:

- Led a cross-functional team to gather requirements from sales, marketing, and customer service teams.
- Collaborated with IT teams to select and implement a CRM system that aligned with business needs.
- Oversaw data migration from legacy systems to the new CRM platform, ensuring data accuracy and integrity.
- Conducted user acceptance testing (UAT) and provided training to ensure a smooth transition.
- Monitored post-implementation performance and conducted regular feedback sessions for continuous improvement.
- Evaluate risks related to requirements implementation, testing processes, project communications, and training.

KEY SKILLS

Process analysis | Requirements Gathering | Gap Analysis | Data Analysis | SWOT Analysis | Requirement Traceability Matrix | Reports & Dashboards Development | Stakeholder Relationship Management | Stakeholder Communication | Business Intelligence and Automation | Forecasting and planning | Business Process Modelling | Data Mapping | Benchmarking | Agile Method | IT-Business Alignment | Cross-Functional Collaboration | Manual Testing | UAT testing | Bug Reporting | SDLC Model | User Stories | BRD (Business Requirements Document) | SRS (Software Requirement Specifications) | Functional Requirements | Nonfunctional Requirements | UML (Unified Modeling Language) | Process Flow Diagrams | Agile Methodology | Kanban | Jira | ERD (Entity-Relationship Diagram) | Data Mapping | Data Warehousing | Process Optimization | Risk Management | Cross-Functional Collaboration | Execution Planning | Effective Communication | Root Cause Analysis | Forecasting | ROI Analysis | Wireframing | Prototypes | Product Lifecycle Management | Process Flow Documentation | User Story Mapping | Problem solving | Data Quality Management | Test Case Design | Cost-Benefit Analysis | Flowcharts | Salesforce Clouds (Experience Cloud, Sales Cloud).

TOOLS EXPERTISE

JIRA | BPMN (Business Process Model and Notation) | Confluence | Workbench | Microsoft Project | Microsoft Teams | Slack | qtest | Bugzilla | Zoho | Balsamiq | Google Workspace | Zapier | Git | Salesforce | Asana | SQL | Figma | Lucidchart | Smartdraw | Trello | Scrum | Kanban | Slack | Microsoft Visio | Teamwork | Smartsheet | Blueprint | Hubspot | Bitbucket

CERTIFICATIONS

- Salesforce Business Analyst Certified
- JIRA Fundamentals Badge
- Scrum Professional Foundation Certificate
- Project Management Essentials Certified (PMEC)
- Business Analysis Certified
- ISTQB Certified Advanced Test Manager
- ISTQB Agile Tester Certified
- ISTQB Foundation Level Certified
- Salesforce Admin Certified
- Salesforce Sales Cloud Certified
- Salesforce Platform App Builder Certified
- Salesforce Associate Certified

EDUCATION

MBA (Finance) - Chandigarh University (2020-2022)

B.Tech (CSE) - Kurukshetra University (2016-2020)