Arghagni Saha

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Summary

Result-driven agile software development management professional (SCRUM framework) with industry experience to direct high-performing, multi-disciplinary scrum teams within the full software development lifecycle, manage multiple projects simultaneously while adapting to changing priorities in a fast-paced, deadline-driven environment with onshore and offshore resources. Instrumental in business requirements analysis, digital product management, proactive problem solving, improving team performance while securing customer loyalty and ensuring high quality in deliverables.

Tools/Skills

- Requirement Gathering
- Production Support
- Project Management
- Statistical Modelling
- SFDC Admin/BA, JIRA
- UAT/SIT, Wireframing
- Balsamiq, Postman API
- Lucidcharts, User Stories
- SQL, BRD, FRD, SRS
- MS Visio, Tableau
- Confluence, MS Office
- Kendis, Informatica, R
- Data Analytics
- Client Management
- Business Analysis
- Agile Methodology

Professional Experience

Nagarro	Salesforce Functional Consultant	2022-Present

Key Deliverables

- Elicitation, analysis, communication, validation, and documentation of requirements from JAD sessions with Product Owner, internal stakeholders and translating those requirements into close to 700+ user stories to ensure the successful delivery of CRM platform utilizing Sales & Service cloud solutions for an Indian car manufacturer and its service LOB.
- Collaborated with UX, Development team, Operations, and Service Marketing departments to lead the product design & implementation of customized Salesforce solutions that are aligned with the priorities for meeting market demand and stakeholder needs to streamline lead management & conversion, automated case routing, improve sales pipeline visibility.
- Participated in all levels of the Salesforce lifecycle by planning and overseeing all system maintenance & configurations incl. user setup, roles, profiles, queues, security settings, CPQ configurations, workflows, validation rules, flows, page layouts, approval processes, process builders, custom objects, fields, and integration with other business applications.
- Facilitated 60+ short-term & long-term agile ceremonies with stakeholders including backlog refinement sessions, daily standups, roadmap building, sprint planning, sprint reviewing (demo) and retrospective by serving as a Scrum Master to manage client expectations, communicate project status & progress and thus streamline the whole delivery processes.
- Owned the design, development, and maintenance of ongoing KPI metrics, Salesforce reports & dashboards for workshop revenue and performance to drive key business decisions including manpower optimization, employee incentivization etc.

Achievements

- Led consultative engagements with client to research & analyze their existing processes, assess business needs, uncover areas of improvement, and recommended tools for implementation that meets user requirements & is cost-effective, thus driving 15% revenue growth and increasing CSI score by 10% through enhanced quality of interactions at dealerships.
- Conducted business process and data maturity assessment to define the business logic implemented in Drools (BRMS) for lead scoring & prioritization in CRM solution, enabling better lead management, automated decision-making, and improving overall operational efficiency at service workshops and thus boosting the number of appointment/day by 40%.
- Conceptualized and implemented Campaign Management process in Salesforce and enhanced lead generation mechanism to help users receive campaign ideas and target group recommendations with 30% lead-to-opportunity conversion rates.
- Achieved a remarkable 98% penetration rate across a vast network of car dealerships in India by effectively leveraging the Salesforce CPQ solution within CRM's subscription module, resulting in substantial revenue growth and engagement.

Tata Consultancy Services	Salesforce BSA	2017-2022

Key Deliverables

- Coordinated requirement gathering workshops and further definition & refinement of business requirements for client's Salesforce solution for legal information service within Salesforce Sales cloud solutions and cascaded the same to SFDC Consultants, serving as liaison between client and development teams to ensure alignment with goals.
- Identified, prioritized, and optimized new product/enhancement business cases in CRM solution by understanding the requirements, specifying, and analyzing these to a sufficient or expert level of detail to support clarity of definition and performed UAT of these functionalities ensuring the development is done within their operational excellence standards.
- Directed two agile delivery teams (each of 7 members) covering front-end and back-end testing activities for client's products to help extend their market leading platform of corporate tax software solutions and services for global business.
- Managed complete product lifecycle, including its performance Sand reliability, conflicting priorities, release plans, API strategy, digital roadmap, user story and success criteria authoring, ensuring a well-planned and executed GTM strategy.
- Maintained, reviewed, and efficiently reprioritized product backlog items based on customer and business value.

Achievements

- Spearheaded the development of an e-commerce application for client's tax & accounting research products by leading TCS internal & external team of Salesforce developers and testers from two companies, resulting in a total of $3M of revenue generation, 39% rise in digital orders and conversion rate growth from 0.96% to 1.10% (in Dec vs Nov 2021).
- Fostered communication between stakeholders by planning & scheduling 2-week sprints and defining 90% of product goals in the beginning, resulting in improved speeds of feature development life cycle by 26% quarter over quarter.
- Collaborated with product managers and other stakeholders to re-architect a multipage web app into a single page web app in React, leading to a yearly revenue lift of $3M and improving app performance and user satisfaction by 32%.
- Star Performer Award of the year 2018 due to outstanding achievement in resolving complex issues in production.

Certifications

- Product Analytics Certified issued by Pendo.io.
- Product-led Certified issued by Pendo.io.
- Salesforce Certified Administrator issued by SFDC.
- Salesforce Certified Associate issued by SFDC.
- Microsoft Certification under Microsoft Intelligent Cloud Hub Program (courses completed: Cloud Computing, AI & ML for business applications, Power BI and Blockchain).
- Salesforce Certified Business Analyst issued by SFDC.

Academic Qualifications

Degree	Institute	Year	Grade
PGPM in Business Leadership Program (Marketing)	School of Inspired Leadership (SOIL Gurgaon)	2020-2021	4.42/5
B.Tech (Civil Engineering)	Techno India Salt-lake, Kolkata (MAKAUT)	2013-2017	7.71/10
XII	Ramakrishna Mission Vivekananda Vidyamandir (WBCHSE)	2013	79.20%
X	Ramakrishna Mission Vivekananda Vidyamandir (WBBSE)	2011	86.13%
Student Representative for the University Exchange Program on Future of Capitalism	Shizenkan University, Japan & IESE Business School, Spain	2021	Nil

Internships/Projects

Organization Name	Project Name	Timeline
Muskaan Dreams (Social Innovation Program in SOIL)	CRM Optimization	Sep 2020-Feb 2021

Awards

- Recognized twice as a "Role Model" in BLP-Marketing cohort at SOIL Gurgaon for exemplary academic performance.
- Recipient of HDS Malhotra Award for showing exceptional dedication to NGO initiatives during SIP at SOIL Gurgaon.
- Awarded as the "Best Speaker" title in a panel discussion held at Techno India Salt-lake, Kolkata on August 15, 2016.

Extra-Curricular Activities

- Captained the school football team for consecutive two years.
- Member of Marketing Club (Marketing Room) in SOIL (2020-2021).
- Member of Cultural Club in SOIL and participated in 15th August college drama and other cultural activities.