

A customer oriented, multitask professional with excellent analytical and logical skills, possesses 6+ year experience as Business Analyst/Project management with fortune 500 firms to implement top-line and bottom-line performance improvement initiatives and provide end-to-end project management support.

FUNCTIONAL SPECIFICATION:

- Understanding of Salesforce Admin, Sales Cloud, SFMC
- Knowledge of Data Management
- Good experience with multiple Onshore Clients and stakeholders and make business planning, making rebuttals
- Conduct trainings for new joiners on domain/ functional/technologies etc.
- Assessing the Need and requirement by understanding the requirement and gathering all the relevant information.
- Soft skills: Leadership, Teamwork, Communication, Problem Solving

TECHNICAL SPECIFICATION:

- Salesforce.com platform, Workflow & Approvals, Reports, Process Builder, Custom Objects, Custom Tabs, triggers, Email Services, SDFC Marketing Cloud, Informatica cloud data wizard, Security Controls, Lightning, Data Loader.
- Knowledge of Technical Tools like: Salesforce Admin, Marketing Cloud, Sales Cloud, **Excel, MS Visio, Tableau, Power BI, SQL, SOQL**
- Analyse Data and make reports with the help of **Excel, V-look up, H-look up, create pivot table, Create Dashboard, Create Power point presentation, Wireframe Designing, Dashboard**
- Knowledge of SDLC Methodologies, Agile, Waterfall, Rapid Application Development, Testing: UAT, Functional, Unit

BUISNESS SPECIFICATION

- Worked on Business Analytics. Like Predictive, Regression, Correlation, Segmentation
- Having experience in Mortgage, IT Technical, E- Commerce
- Strong problem analysis, problem solving, and analytical skills
- Experience in defining requirements, developing functional specifications, developing. Use cases, Business scenario and conducting UAT
- Worked on Business Requirement Document, Functional Specification Document, Use Case, Software Requirement Specification, Product Requirements Document

PROFESSIONAL EXPERIENCE:

Current Organization:

Organization- Ernst & Young

17th Feb'2020 - Present

Profile- **Consultant - Advisory PI**

Department- IT & Management

Responsibilities:

- Involved in gathering the business requirements according to the client, conducting analysis accordingly, developing a data model, customizing and preparing detailed Technical design document.
- Development of integrated database for client.
- Development of digital platform enabling access and analysis by govt and private sector
- Modified Business Requirement Document, identified process repetitions, bottlenecks and infrequent routes
- Working on TRD, FRD, SRS, DFD, UML

Profile- Sr. Business Analyst/SF Admin

Department- IT & Management

Responsibilities:

- Involved in gathering the business requirements according to the client, conducting analysis accordingly, developing a data model, customizing and preparing detailed Technical design document.
- Implemented enhancements on various salesforce.com standard objects like Accounts, Contacts, Leads, Opportunities and workflows, approval processes, Reports, and Dashboards.
- Designed and developed various Custom Objects, Tabs, and Formula Fields, Cross Object Formulas, Rollup summary fields, validation rules, dependent pick lists, complex page layouts and Visual Force Pages to meet the need of the application.
- Experienced in Salesforce Lightning process builder.
- Involved in end to end QA and UAT testing, including product pricing and quoting.
- Modified Business Requirement Document, Identified process repetitions, bottlenecks and infrequent routes
- Knowledge of other Agile approaches: Scrum, Kanban.
- Facilitated discussions and team ceremonies, including the daily scrum, product backlog refinement, sprint review, sprint retrospective, and sprint planning.
- Managed and assigned the salesforce licensing based on business requirements.
- Enabled Chatter for the Organization to effectively communicate with the users in the Organization.
- Assisted the development team in creating a company profile, set up new user profiles, define roles, permission levels in Sales Cloud for sales representatives and marketers.
- Implemented Chatter, Chatter desktop, created public and private groups.
- Worked on customization of visual force to have lightning experience for desktop and mobile applications.
- Migrated consistently to Lightning from Classic in order the sales reps find Just-In-Time information about customers and prospects and close the deals faster.
- Build reusable components, and customized Salesforce1 mobile app using the Lightning component framework.
- Worked with Sales Cloud and business process concepts like lead prospecting, reporting, etc.
- Imported data from excel sheets into Leads, Accounts, Contacts, and Opportunities using Data Loader and Import Wizard.
- Created various Workflows and Process builder for creating and updating records, sending email alerts, quick actions and approvals.
- Configured Salesforce through SFMC and did the integration for it and also developed analytical reports for the online marketing and sending bulk mail
- Basic knowledge of Lightning Component
- Managing a team of 20 (SF Admin/SF Developers/ Web Developers/QA) on high level

Sr. Analyst Programmer/BA

Department- IT & Operation

Responsibilities::

- Experience in co-ordinating with business and IT across all phases of software development life cycle.
- Expertise in gathering, analyzing and documenting business requirements and Functional Requirement Specifications
- Expertise in preparing Integration Test Plan, writing and implementing Test scenarios, Test cases, System testing, Regression testing and maintaining Traceability Matrices for baseline documents.
- Skilled in providing functional specifications to the technical team to bring out technical solutions
- Possess good communications skills, strong data research, forecasting analysis, corporate actions, problem-solving, and client support.
- Ensure that our work delivers against our client goals
- Analysed keyword list for searching website and expanded it as required

- Creating and Reporting Dashboards by pulling data from different data sources
 - Analyze the KPI of multichannel marketing promotions and provide fine-tuned customized marketing campaign at channel level.
 - Managing business expectations appropriately and keep projects on schedule and within scope
 - Created dashboards and reports in BI Tool as well as in Microsoft Excel (as per the requirement)
 - Administered weekly and Monthly report for Onshore Clients as well as report metrics
 - Quality assurance over deliverables, reports, insights, responses provided by the remote team by reviewing outputs along with creating and reviewing QA plans
 - Designs, generates and manages reporting frameworks that provide insight as to the performance of clients' marketing activities across multiple channels
 - Evaluate clients' business situations and implements appropriate analytic approach
 - Maximize account profitability by managing client expectations and providing superior service within approved scope of work
 - Prioritize tasks and proactively manage workload to ensure all deadlines are met (or exceeded), ensure all work is accurate.
- Developments**
- Worked with global client account teams to delivery quality service and support to client
 - Responsible for analysing the needs of the business and its customers and coming up with solutions to business problems
 - Working on Business data. Meetings with Stakeholder and Clients and providing Bright Ideas
 - Involved in the execution & handling of multiple projects. Handling projects globally and prepares summary reports and dashboards. Active contribution to project planning and scheduling
 - Managing a team of 10 associates on high level

Capillary Technologies Pvt Ltd (Bangalore)

8th Mar'13 - 17th Dec'13

Designation: Associate Delivery Manager

Responsibilities:

- Worked on Retail Data and make reports (Weekly) with the help of EXCEL and Send it to client every day.
- Making call to client every day and talk on agenda of Business and market strategy
- Knowledge of Market Research, Primary and Secondary.
- Worked on Loyalty Program
- Worked on different Brands and address the understanding of Business and projects to Manager.
- Implementation of new Designs with in the Business Operating Model
- Preparing Dashboard for stakeholders.
- Worked on reports like Acquisition, Behaviour and Conversion with different Stakeholders.
- Requirement gathering for Business data and application and prepared functional Document.
- For a short time was a part of Analytics, like regression or predictive, Google Analytics
- Knowledge on Excel
- Requirement gathering on multiple projects and prepared functional Document
- For a short time was a part of testing team
- Worked on CRM Application (Capillary Intouch) for customisation of leads and opportunities
- Worked on Campaign management

Awards & Achievements:

Tegforce Solutions Pvt Ltd.

- Bronze Badge Holder in EY Analytics (Data Visualization)
- Became a Ranger in Salesforce
- Silver Award for completing short project in a limited time
- Silver Award for driving quality control process to the entire team

StepOut Solutions Pvt Ltd.

- Got the appreciation from Global Managing Director (Client)
- Extra Mile Award

EDUCATION:

- **PG Diploma completed from** DAC, C-DAC (Pune) 2011
- **BE completed from** Nagpur University 2009

TECHNICAL SKILLS:

- **Knowledge of Salesforce, SFMC, Sales Cloud, SQL, MS Office, DASHBOARD**

TOOL:

- **Salesforce, SQL, MS VISIO, MS Office, Tableau, JIRA, Trello, Asana, GoTo Meeting, Zoom, Webinar, Skype for Buisness**

PERSONAL DETAILS:

Father's Name : Mr Shankar Swarnkar
Sex : Male
Marital Status : Single
Languages : English & Hindi

I hereby declare that all the information given above is true to the best of my knowledge.

SURYA PRAKASH