**KARTHIK BHOOMIREDDY**

**TECHNICAL PRODUCT OWNER | BUSINESS SYSTEMS ANALYST | DATA ANALYST**

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SUMMARY

* Experienced Technical Product Owner/Business Systems Analyst/ Data Analyst with 10 years of hands on experience worked in Master Data Management (MDM), Data Warehousing, and Business Intelligence (BI), CRM platforms across Automotive, Banking, Finance, and Insurance Industries
* Evangelize product vision to key stakeholders using Customer research, Data analysis, Key KPI’s, and product use cases to build consensus
* Strong understanding of project life cycle and SDLC methodologies including RUP, RAD, Waterfall and Agile Scrum Methodologies
* Proficient in conducting Gap Analysis, Business Process Re-engineering, Designing Work flows and communicating the trade-off decisions on product features based on technology, budget constraints and customer requirements.
* Proven Experience in gathering and writing detailed business requirements and translating them into technical specifications/ System Requirement Specifications (SRS) and design identifying interface and business process specifications.
* Demonstrated expertise in driving End-to-End MDM, DWBI, Digital Platform CRM implementation, BI Project Concept Scoping, BI Reports/Dashboards/Scorecards design and development, Project Management, providing Business insights, BI KPIs Modeling.
* Hands-on experience using Dimensional Data Modeling, Star Schema Modeling, Snow-Flake Modeling, Fact and Dimension Tables, Physical and Logical Data Modeling.
* **Data Risk Mitigation:** Solidified Data governance and mitigated data quality issues at Hyundai AutoEver America (HAEA) by conducting data profiling and initiating new KPIs to monitor MDM health. Created product roadmaps with sales and marketing.
* **Data-Driven Product Sales:** Grew sales efficiency by 25% and Customer retention by 10% at Hyundai AutoEver America (HAEA) by implementing effective Lead Management platform and monitoring the data quality of customer centric applications.
* **BI Reporting & Analysis:** Increased Sales efficiency by 15% at ADESA by implementing BI reports and an Enterprise-wide MDM solution; promoted customer acquisition and growth by delivering sales insights to envision new marketing campaigns.

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| Data-Driven Business Insights  Product Roadmap Development  Business Process Analysis | Data Warehousing & BI  Data Modeling & Transformation  Data Profiling & Data Validation | Master Data Management  Regulatory & Procedural Compliance  Cross-Functional Team Collaboration |

**CERTIFICATIONS**

* Certified Scrum Master (CSM) – Scrum Alliance

WORK EXPERIENCE

**Sr. Business Systems Analyst/Project Manager/Product Owner** **JUL 2016 - CURRENT**

Hyundai AutoEver America Irvine, CA

Discerned key product insights by assessing Business Stakeholder requirements and maintaining product backlogs using agile best practices. Formulated user stories, dataflows, functional specifications, and product design reviews to develop Minimum Viable Product (MVP)

**Responsibilities:**

* Played multiple roles as a Product Owner, Project Manager, Lead BSA, and Architect in various projects and led Key Operational initiatives to address Key issues & pain points in Business processes
* Collaborated with Executive Management, Customers, Marketing team, Data Engineering, web development team, and Vendors to identify opportunities for delivering new product solutions, enhance existing product portfolio and executed Product road maps using Agile Methodology
* Responsible for grooming Product Back Log (PBI) by collaborating with Business, Marketing team to collect User Stories, sizing user stories, prioritize and translate in to functional Specification document to Data Engineering, web development, and web service teams
* Executed various Projects related to CRM, Digital experience, and Consumer facing applications as a Sr. Business Systems Analyst/Project Manager delivering scalable solutions for the client KIA Motors America and Hyundai Motors America across various Business Verticals like Lead Management, CCPA Privacy Compliance, Customer Communication Preference Center, Customer Data Master – Customer 360, Vehicle 360 served 20 MM Customers, and Dealer Master Data Management. These projects brought value to Business in terms of Higher Customer Retention, Improved Sales efficiency by 25%, and envisioning new marketing Campaigns through CRM applications
* Led Team to achieve deliverables in various projects, and established various data quality checks & Key KPI's to monitor health of Various BI Reporting & Master Data Management (MDM) Applications
* Delivered Key Data insights & recommendations to Business Stakeholders related to Sales, Marketing, Customer Journey Business verticals in Kia Motors America by generating BI reports and performing extensive Data Analysis
* Led Cross-functional Teams from product conception to Launch to achieve deliverables in various Agile projects, and established various data quality checks to monitor health of the applications
* Performed extensive Data analysis to provide actionable key data insights to stakeholders
* Generated BI reports using Tableau to Visualize Feature Usage & Marketing Campaign KPI's like Leads to Sales ratio to measure the success of the Product launched

**Accomplishments**

* Helped Business to achieve Sales efficiency growth by 20 % by Implementing solution for Lead Management Platform that integrates with Trilogy; Lead Management System, Cross functional Systems, and Dealers that converted larger volume of Leads/Handraisers to Sales
* Achieved operational objectives - 99% application uptime, 90% release efficiency, resolved all high priority Production issues with 96% and improved SLA’s of respective applications by performing thorough research on business processes & problems, identifying pain points through Data Analysis & Data Profiling Techniques, delivering efficient solutions and provided key data insights

**Sr. Business Systems Analyst/ Product Owner OCT 2015 - JUN 2016**

Bank of the WestSan Ramon, CA

**Responsibilities:**

* Played a key role as a Business Systems Analyst for Intermediate Holding Company Program (IHC) risk reporting project for financial and non-financial risk - credit, counterparty, operational, compliance, model etc.
* Responsible for co-ordination between multiple business teams, IT teams and well as external groups receiving data from Bank of the West (Moody's, MRX, etc.)
* Performed Extensive Data Analysis & Data Profiling to understand legacy systems and Collaborated with Business and IT functional teams, Implemented BI reports & Data Visualizations
* Conducted workshops with Risk and Treasury teams to gain understanding of regulatory requirements for IHC program and helped translate the business data needs into system requirements for IT solution through the Enterprise Data Warehouse

**Accomplishments:**

* Helped Business to adhere to Regulatory Compliance requirements that avoided risks and protected Business resources, employees, and Customers by delivering IT solution for multiple Risk work streams

**Business Systems Analyst MAY 2015 - SEP 2015**

8K Miles Software Services Inc. San Ramon, CA

**Responsibilities:**

* Responsible for writing User Stories, Analyze Business process and identify process improvements, collaborated with Technical teams to translate Business needs in to functional specifications

**Accomplishments:**

* Helped Business to streamline multiple cloud-based business systems for large enterprises and Government agencies using patented multi-domain identity services platform (MISP)

**Data Analyst** **JUL 2014 - APR 2015**

Hyundai AutoEver America (HAEA) Fountain Valley, CA

**Project:** Build BI Reports to evaluate Dealer financial statements across USA with respect to Sales, Service, and Parts division.

**Responsibilities:**

* Responsible for Requirements Gathering, Data Analysis, Data Profiling, Data Modeling, Designing Adhoc queries using SQL for complex reporting, Carried QA Activities and facilitated User Acceptance Testing (UAT) with Business.
* Conducted Root Cause Analysis (RCA) to assess risks and defect resolution for Production issues
* Provided innovative solutions, and deliver improved upon methods of data presentation by focusing on the Business need and the Business Value of the solution.
* Looked for opportunities to improve current processes or find efficiencies by applying industry best practices for business analysis development

**Accomplishments:**

* Provided key Data Insights to Business stake holders and Management by performing extensive Data analysis using SQL/PL SQL resulted in Optimization of resources by 20 % in Dealer Financial Services

**Business Systems Analyst**  **SEP 2013 - MAY 2014**

Cetera Financial Group El Segundo, CA

**Responsibilities:**

* Responsible for Successful Completion of Data Migration/Integration Project by collaborating effectively with Business & IT teams during entire project life cycle.
* Performed Data Gap Analysis, Data Profiling, Created Data Mapping documents to ETL Developers, Created Test Plans, Test Cases and facilitated SIT sessions with Metlife and Cetera IT teams
* Conducted UAT with Business, Met Life and IT Cross Functional Teams

**Accomplishments:**

* Helped Business to troubleshoot data quality issues by performing extensive data profiling and collaborated effectively with MetLife IT teams facilitating during daily status calls

**BI Business Analyst/Data Analyst** **JUL 2012 - AUG 2013**

ADESA Carmel, IN

**Responsibilities:**

* Responsible for writing complex SQL queries and Stored Procedures, providing data mapping documents or ETL specs to ETL developers, Technical specs for BI Report developers, Data Profiling, Dimensional modeling for Sales Data Mart, System Integration Testing (SIT) and UAT Facilitation with Business
* Led team as a Scrum Master and Involved in Sprint Planning sessions for the Project Implementation

**Accomplishments:**

* Improved Sales Efficiency by 15% by delivering MDM solution and BI Reports to generate effective marketing campaigns

**BI Business Analyst** **JUL 2011 - JUN 2012**

Farmers Insurance Olathe, KS

**Responsibilities:**

* Responsible for conducting JAD sessions & Interviews, and Workshops with Key Marketing Chiefs & VP’s in understanding Business processes to draft a Software Requirements Document (SRD)
* Created Requirements Traceability Matrix (RTM), Designed Prototypes for BI Reports, wireframes, Mock ups and collaborated effectively with Business and cross functional IT teams to delivery BI Reports for Claims Submission Process

**Accomplishments:**

* Reduced Cost Optimization in Claims Line of Business (LOB) to 10 % by delivering BI Reports to evaluate performance in Claims Submission Business Process

**Business Analyst** **JUN 2008 – JUL 2009**

Inprofy Bangalore, India

**Responsibilities:**

* Responsible for Drafting BRD, carried Data Gap Analysis, Designed Proto types for UI/UX design

SKILLS

* Business Analytics/ Project Management/ Project Planning/ Risk Mitigation/ Change Management/ Vendor Management/Data Analysis/ Collaborative Skills/Data Modeling
* SDLC Methodologies - Agile Scrum, Waterfall, RUP, RAD
* Business Modeling Tools - MS Visio, Rational Rose, MS Office Suite, MS Excel,

Word, PowerPoint, Access, UML

* Data Modeling Tools - Erwin, and Oracle SQL Developer Data Modelers
* Project Management/Collaboration - MS Project, Jira, Confluence, SharePoint
* Database - MS SQL Server, Oracle 10g/11g, Amazon Redshift
* Data Visualization/Business Intelligence - Tableau, Cognos, SSRS, MicroStrategy
* ETL Tools - Informatica Power Center 8.6.1/9.01/10.1.0, SSIS
* Programming/Scripting Languages - Python, C, Java, SQL, PL/SQL, HTML, CSS, JavaScript
* Application Programming Interface (API) - RESTFUL, SOAP
* Cloud Computing Platform - Amazon Web Services (AWS), SaaS, PaaS

EDUCATION

Master of Science in Computer Science 2011

California State University Fullerton GPA: 3.6

Bachelor of Technology in Computer Science 2008

Sree Vidyanikethan Engineering College GPA: 3.47