

## JOB OBJECTIVE

Dedicated professional with expertise in **Business Analysis and Product Backlogs**, particularly within the **ERP domain**, targeting challenging opportunities to leverage skills in **requirement elicitation, process analysis, data analysis, wireframing, UML design, ERP, and CRM**. Open to diverse locations for career growth.

## EDUCATION

- **2020:** MBA (Marketing) from IMS Davv, Indore
- **2017:** B.E. (Mechanical Engineering) from Acropolis Institute of Technology and Research

## CORE COMPETENCIES

- Business Process Optimization
- Stakeholder Engagement
- Requirement Elicitation
- Process Customization
- Data Extraction
- Test Design
- Defect Management
- Project Management
- Functional Requirement Documentation
- Agile/Scrum Methodologies

## CERTIFICATION

- Oracle NetSuite Suitefoundation
- CSPO- Certified Scrum Product Owner

## IT SKILLS

- **UML Modelling Tools:** MS Visio 2010
- **Modelling Language:** UML 2.0
- **NetSuite functional Consultant (Suitefoundation Certificate)**
- **Boomi Integration functional expertise**
- **Salesforce functional knowledge**
- **Testing:** Manual Testing
- **Project Management Tool:** JIRA
- **Prototyping Tools:** Balsamiq 2.0., Creately and Lucid Charts
- **Other Tools:** Adobe Illustrator, Catia Pro E, Siemens NX Unigraphics, Tableau

## PROFILE SUMMARY

- An **accomplishment-driven professional** with **3 years of experience** in **Consultancy, Business Analysis, and Marketing Analytics**, operating within **Agile frameworks**.
- Expertise as a NetSuite ERP consultant at Neosalpha, focusing on **Order to Cash, procure to pay, Advanced revenue management, Suiteprojects**, and more, as outlined below.
- Resourceful in crafting **Business Requirement Documents, Functional Requirement Documents, and technical solutions** through **JIRA**, aligning with agreed-upon **SLAs & KPIs**.
- Proficiently guiding **SDLC processes, setting QA objectives**, and monitoring project teams to ensure **high-quality deliverables** are achieved consistently.
- Skilled in system analysis, refining **technical specifications**, and developing **high-level design documents** to drive project success.
- Competent in harnessing **Product Ownership and Business Analysis** skills to analyze **intricate ideation challenges**, prioritize use cases, and **develop innovative solutions** within **Agile/ Scrum frameworks**.
- Achieved increase in efficiency at Neosalpha through **process customization** and **SQL script execution**.
- Effective in conducting **Scrum ceremonies** such as **Sprint Planning, Daily Standup, Sprint Review, and Sprint Retrospective**.
- Skilled in tools like **MS Visio, Balsamiq, and RTM**, **facilitating productive JAR, JAD, and JRP sessions**.
- A **prolific leader** with strong organizational, interpersonal, management, problem-solving and relationship building skills; possess **strong business acumen** and the **capacity to convert visuals into reality**.

## WORK EXPERIENCE

### Since Oct'22, Neosalpha, Jaipur as Business Analyst

#### Key Result Areas:

- Practicing stakeholder management, maintaining and prioritizing product backlog.
- Gathering requirements, creating user stories and use cases in context to problem statements of stakeholders
- Creating Acceptance Criteria to ensure the successful development; defining definition of done (DoD) to ensure successful increment delivery
- Developing project plan that outlines the tasks, schedules, budgets, resources, and milestones needed to achieve the project goals.
- Conducting user acceptance testing and developed test cases to optimize report performance, ensuring system functionality and performance met stakeholder expectations.
- Conducting gap analysis and risk assessment to enhance business processes.
- Spearheading Suiteprojects, demand and supply planning, focusing on Order to Cash, procure to pay, Advanced revenue management, and more.
- Leading migration projects from Legacy ERPs to NetSuite, and delivering increments around integration to ensure seamless automation
- Implementing SuiteAnalytics to generate intelligent reports and insights, providing valuable data-driven recommendations for business process enhancements and strategic decision-making.

#### Highlights:

- Successfully integrated ERP like SAP; NetSuite with auxiliary systems, to bring automation and eliminate manual efforts
- Streamlined financial processes, resulting in increase in accuracy and efficiency.
- Received accolades for exceptional project management and client satisfaction.
- Recognized for achieving increase in efficiency at Neosalpha through process customization and SQL script execution, resulting in streamlined operations and improved productivity.
- Successfully integrating data silos.

## SOFT SKILLS

- Leader
- Accuracy
- Multi-Tasker
- Problem Solver
- Communicator

## PERSONAL DETAILS

- **Date of Birth:** 23/02/1994
- **Languages Known:** English and Hindi
- **Address:** 5, Vidduth Nagar Lal Chowki Road; Khandwa MP- 450001

## PREVIOUS EXPERIENCE

### Feb'21-Sep'22, GlobalData PLC, Hyderabad as Consultant (Business Analyst)

#### Highlights:

- Conducted user research; market research to aid the product discovery
- Managed delivery of periodic demand and supply plans trends for to stakeholders for new entrants in a competitive landscape
- Conducted and analyzed user surveys, market surveys to uncover customer problem, aid in opportunity canvas
- Managed a team and ensured timely deliveries to clients
- Performed requirement elicitation to collate client's pain points
- Delivered reports to communicate performance gaps, rising trends, shift in consumer demographics behavior
- Developed customized reports and workbooks, enhancing decision-making processes.

### May'19-Jun'19, AMUL Ltd., Indore as Marketing Trainee

#### Highlights:

- Analyzed real-time data for business development insights.
- Managed consumer insights and customer behavior analysis.
- Executed critical analysis on potential new retailers and distributors.
- Utilized various marketing techniques and tools for brand promotion.
- Identified key market trends, leading to increase in new product adoption.
- Developed effective marketing strategies, resulting in growth in customer base.
- Conducted in-depth consumer behavior analysis, enhanced brand positioning.
- Executed successful marketing campaigns, drove brand awareness and engagement.

## MAJOR PROJECTS

- **Tetra Pak:** Aiding the food packaging giant in planning their strategy for future endeavours for its targeted markets, on the basis of-past trends, per capita consumption and upcoming trends- to name some of the parameters in consideration
- **Coca-Cola, PepsiCo:** creating value for the stakeholders of beverage giants in assessing their performance and gaps and standings of their competitors in the China and Hong Kong, on quarter-by-quarter time period
- **Trend Framework for Carlsberg:** An in-depth study for the stakeholders at Carlsberg study of several trends-rising and prevailing- their impact on consumers, their degree of prevalence, and impact of COVID on these trends.
- **Advanz Pharma:** Navigated the master data management project, wherein furnished the user role analysis, through JAD sessions collated the requirements, identified the use cases, drafted user stories, practiced happenings analysis with the aim to enable the development of custom UI to capture product data, implement a data management system for validating the data accuracy and establishing connection b/w SAP and Veeva systems through integration processes.
- **Perfection learning** for a pristine publisher aided in their migration to new ERP (NetSuite), wherein drafted custom workflows/journey to facilitate the functional business requirements, practiced change management, project management, requirement elicitation to aid client in achieving their successful go-live with MVP and prior to that helped in optimizing their critical workflows within ERP