



Shagun Tomar

Lead Business Analyst

Dynamic Business Analyst with 4.5 years' experience in Pre-Sales & Post-Sales across diverse industries, specializing in government and international projects. Proficient in SDLC & STLC, adept at requirements gathering, wireframing, project management, and documentation. Skilled in team leadership, problem-solving, and client-centric solutions. Domain expertise includes Health & Fitness, Ed-Tech, Communication, Event Management, and more, with a track record of successful project delivery and a customer-centric mindset.

SKILLS

- Solutioning
- Analytical Skills
- MS Office/ Google workspace
- Communication & Presentation Skills
- Time management & Prioritisation
- Team management
- Project Management
- Wireframes / Mockups
- Requirements Gathering & Prioritisation
- SDLC & Agile and Scrum Methodologies
- User Stories
- Documentation
- Draw.io, Figma & XD
- Business case
- MySQL
- Empathy & Customer-Centric Mindset

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PROFESSIONAL EXPERIENCE

September 2023-Present / [Squareboat \(Gurugram\)](#) Senior Business Analyst

- Contributed 4.5 years of expertise in Pre-Sales & Post-Sales operations as a Business Analyst.
- Led requirements gathering, scope definition, wireframing and delivery planning processes for projects.
- Created detailed documentation including Business Requirement Documents (BRDs), Product Requirement Documents (PRDs), feature lists, & user stories.
- Collaborated with marketing and sales teams to enhance pitch decks and proposals, resulting in increased client engagement, conversions, and a competitive edge in acquiring new business.
- Developed detailed project case studies highlighting challenges, solutions, and outcomes to build credibility and secure new business opportunities.
- Identified and resolved problems through research and effective solution provision.
- Drafted compelling proposals and aligned strategies across departments to capture prospective leads.
- Contributed value-added improvements to products, leading to enhanced sales performance.
- Managed projects and deliveries following Software Development Life Cycle (SDLC) principles.

February 2020-August 2023 / [Appventurez Mobitech \(Noida\)](#) Senior Business Analyst

- Business Analyst in Pre-Sales & Post-Sales, leading requirements gathering, scope definition, & project delivery planning.
- Managed and mentored a team of 5 Business Analysts, providing guidance and support in project execution and professional development.
- Utilized deep understanding of startup dynamics to contribute expertise in strategy development, project management, marketing, & product innovation.
- Demonstrated strong problem-solving skills by identifying issues, conducting research, and delivering effective solutions.
- Wrote proposals with wireframing and collaborated with cross-functional teams to align strategies across departments.
- Proposed solutions for prospective leads and Government departments, leveraging industry knowledge and market insights.
- Worked on government IT tenders, ensuring compliance and successful bid submissions.
- Added value to product offerings to drive sales growth & customer satisfaction.
- Analyzed consumer behavior to align products with market demand and preferences.
- Applied knowledge of Software Development Life Cycle (SDLC) in project and delivery management.
- Identified business opportunities and potential clients, contributing to business development strategies.
- Negotiated sales deals to secure sustained income and business growth.
- Managed requirements collection, scope definition, and project delivery planning for successful project outcomes.
- Conducted research on market insights, industry trends, customer demographics, and new technologies to inform strategic decision-making.
- Involved in the hiring and recruitment process.

INDUSTRY/DOMAIN EXPERTISE

- Health & Fitness
- Ed-Tech
- Communication
- Event management
- Automobile
- Social Media
- Business
- Booking
- Marketplace
- Food & Delivery
- Retail & E Commerce
- Entertainment
- Dating
- On demand service
- Gaming
- Recruitment
- Spiritual
- Financial
- Crypto
- ERP
- Finance
- Agriculture
- AI / ML

EDUCATIONAL BACKGROUND

2016-2020 / Bachelor of Technology
ABES Institute of Technology

2016 / Intermediate
G.S.M. Public School Ghaziabad, UP

2014 / High School
G.S.M. Public School Ghaziabad, UP

ACTIVITIES AND AWARDS

- Achieved an under 20 rank out of 25,645 participants in national Start upideas' competition organized by TATA MOTORS (2018).
- Received "Unmatched Dedication 2021" award in company annual event.
- Received "Unmatched Dedication" (August 2022) award.
- Received "Rockstar Rookie" (September 2023) award.

INTERESTS

- Acting/Mimicry
- Dancing
- Watching Movies
- Social Networking

KEY PROJECTS

✓ My Parkings (Govt.)

App to locate & book available parking spots for cars & bikes at SDMC sites.

-Link: <http://myparkings.com/>

-Domain: Booking

-Roles & Responsibility: Feature list, Wireframes, project management

✓ Bentley Configurator

App to customise Bentley cars in terms of colours, accessories, material etc

-Link: <https://bentleymotors.com/en/misc/car-configurator.html>

-Domain: Customization

-Roles & Responsibility: User Stories

✓ Jammu & Kashmir e-Governance Agency (Govt.)

Multiple projects inl

-Link: <https://jakega.jk.gov.in/>

-Domain: Multiple domains like agriculture, education, etc

-Roles & Responsibility: Presales & Requirement gathering

✓ Dept. of Medical & Health Service, Uttar Pradesh (Govt.)

Multiple projects

-Link: <http://dgmhup.gov.in/en/default>

-Domain: Health

-Roles & Responsibility: Presales & Requirement gathering

✓ Service Galaxy

CRM SAAS software to provide all services.

-Link: <http://servicegalaxy.com/>

-Domain: On demand service

-Roles & Responsibility: Feature list, Flow Chart, Wireframes

✓ Raftaarr

A platform to MSMEs & have all the features required for product & company promotion along with the cash & inventory management system.

-Link: <https://play.google.com/store/apps/details?id=com.raftaar>

-Domain: Marketplace Social media

-Roles & Responsibility: Feature list, Flow chart & Wireframes

✓ Alba Cars

Selling & purchasing cars with feature of auction.

-Link: <https://www.albacars.ae/>

-Domain: Marketplace

-Roles & Responsibility: User storyboard

✓ Tipstart

HR SaaS platform, used by companies to reduce their recruitment costs.

-Link: <https://tipstart.io/>

-Domain: HR

-Roles and Responsibility: Feature list & User Stories

✓ Moove Sharing

Application to book B2B self drive cars.

-Link: <https://apps.apple.com/us/app/moovesharing/id1407041192>

-Domain: B2B automobile

-Roles & Responsibility: DFD, Flow chart, Feature list, wireframe

✓ Blue Tokai Coffee Roasters Platform Revamp

India's largest specialty coffee company.

-Link: <https://bluetokaicoffee.com/>

-Domain: Food & Beverage

-Roles & Responsibility: Detailed PRD of app & admin panel