

# Shubham Pandey

Certified Business Analyst | Certified Agile Professional | IIBA - ECBA Trained | SFPC™ | PSM Trained | PSPO Trained | Product Management | E-commerce | FMCG

Domain: E-commerce, Automotive, BFSI and FMCG

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## SUMMARY

- Business Analysis and AI enthusiast with over 3.5 years of professional experience in E-commerce, Automotive and FMCG industries.
- Complete understanding of SDLC and Agile development methodologies (Waterfall, Scrum, Agile Framework, Kanban Principles).
- Proficient in creating Business Requirement Document, Functional Requirement Document, Use Case Specification Document, Workflows, Implementation Guides, Functional Specification Document and Requirement Traceability Matrix.
- Well versed in Requirement Elicitation & Prioritization, Defining Scope, Gap Analysis, Stakeholder Analysis & Management, Sprint Planning, Sprint Review, Product Backlog Management, and Change Request Management.
- Expertise in creating User Stories, UML Diagrams, Wireframes and Mockups using MS Visio, Lucid chart, Balsamiq, etc.
- Worked with top tier companies like MRF Tyre and Firstcry.com after completing Master's in Business Administration.

## KEY SKILLS

- Agile-Scrum and Waterfall Methodologies
- BRD, FRD, FSD, SRS
- Requirements Gathering & Elicitation
- Data Flow Modelling
- Process Modelling, BPM
- User Stories, Epics & Features
- Project Management
- Functional & Regression Testing
- Requirement Prioritization
- Stakeholder Management
- Change Strategy
- Wireframe & Prototyping
- Technical Writing
- User Acceptance Testing (UAT)
- UML Diagram
- GAP Analysis & Use Case
- Data Analysis & Visualization

## TOOLS

JIRA | Confluence | MS Visio | Balsamiq | Lucidchart | MS Excel | MS Office | MySQL | MS Power BI | Tableau

## PROFESSIONAL EXPERIENCE

**Firstcry Ltd** | Pune, India

Role: Business Analyst

08/2023 – Present

### Projects :

- Development of Open AI sales platform.**  
“Fostered collaboration with internal and external stakeholders to successfully launch AI based ad management software, driving brand promotions on the platform.”
  - Work for automation of APPSQUARE.**  
“Developed data visualization software to fetch data from GCP through a pipeline, enabling various departments to perform data analysis efficiently and accurately.”
- Playing a vital role in managing various project activities such as requirement elicitation, information analysis, and documentation of functional or business requirements including BRD, FRD, and Solution Scope Documents, as well as Interface Analysis.
  - Conducting interviews with business units, stakeholders, and technical leaders to gather and clarify business requirements, developing future business process flows, identifying implementation impacts, and coordinating detailed design reviews for the business.
  - Verifying/Validating requirements to ensure they deliver business value by conducting various reviews.
  - Achieved a 60% reduction in manual data entry time through automation, resulting in increased productivity.
  - Creating data models based on critical business insights required for various technical solutions and business upgrades.
  - Experienced in all phases of SDLC methodologies, including Waterfall and Agile.
  - Actively participated in various Scrum Ceremonies, contributing opinions on process and product innovation.

**Coffee Day Global Ltd** | Pune, India

*Role: Business Analyst*

03/2022 – 06/2022

**Project :**

**Channel Partner Enhancement through Digital & IT Integration**

“Execution & Implementation of the developed Variable Cost Business Model using IT Integration Support along with the end users.”

- Involved in overall activities related to Business Strategic Planning & Sales order automation for cross-sell & distribution.
- Designed and implemented various process and system enhancements for Salesforce and product improvement.
- Enhanced data accuracy by 75% through integration with existing systems, reducing errors in reporting and decision-making.
- Engaged with key stakeholders and business owners to prioritize business problems and opportunities for further technical enhancement in internal and external cross-sell channels.
- Organized and led Requirement Gathering (Elicitation) meetings using techniques such as interviews, questionnaires, interface analysis, document analysis, brainstorming sessions, and focus group discussions.
- Conducted Gap Analysis, Scope Analysis, and Impact Analysis on Business Processes using techniques like use case diagrams (UML), Context Diagram, BPMN, Flow charts, and Requirement Analysis & Design Definition (RADD).
- Conducted "AS-IS" and "TO-BE" analysis and suggested fit-for-business solutions by designing a Change Strategy.
- Prioritized requirements using MOSCOW and Business Value methods, followed by documenting as BRD, FRD, and Change Requests.
- Performed quality assurance (functional testing) and user acceptance testing (UAT), facilitating on-time and acclaimed "go-live" of the application.

**MRF Tyre** | Jaipur, India

*Role: Associate Business Analyst*

01/2021 – 02/2022

**Project :**

**Automation of Sales Portal (Miles)**

“Coordinated with the sales and ops team to identify issues and requirements for travel bill reimbursements in the Miles portal upgrade and communicated necessary changes to the development team for implementation.”

- Communicated client’s business requirements by constructing easy to understand data models.
- Designed & implemented various ideas of process & system enhancement for salesforce & product improvement.
- Gained insights during designing ideas in relation to technical upgrade, co-ordinating with development team during development & post development maintenance as point of contact for business domain.

## CERTIFICATIONS

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- Certified Agile Business Analyst from IIBA regulatory institute, *TrainSmart Academy*
- Project Management Essentials Certified, *University of Virginia*
- Digital Skills: User Experience, *Accenture*
- Jira Fundamentals Badge, *Atlassian*
- PSM PSPO trained, *TrainSmart Academy*

## EDUCATION

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**Master of Business Administration**

*Sri Balaji University, Pune*

06/2018 – 07/2020

**Bachelor of Science**

*Career Point University, Kota*

06/2015 – 05/2018