

Summary

An IT professional with over **8 years** of experience in fast-paced e-commerce, online advertising, and the Retail Industry. Experience coordinating with Business and IT across all phases of the software development lifecycle. In-depth knowledge of **SDLC methodologies** like **Waterfall, Agile-Scrum, and Agile-Kanban**. Expertise in gathering, analyzing, and documenting business requirements and developing **BRD and FRD**. Expertise in writing and implementing **Test Scenarios, Test cases, System testing, Regression testing**, and maintaining **RTM** for baseline documents.

Technical Skills

- **Requirement/ Project Management:** MS Project, MS SharePoint Server, OpenText, JIRA, Confluence, HP ALM, MS Office
- **Testing/ Reporting Tools:** HP ALM (Quality Center), RTM, Google Analytics, Tableau
- **Databases-Tool:** MySQL, Oracle, Informatica, Erwin, WebMethods Integration Server, WebMethods Developer, SaaS, Cloud Solution
- **Languages-API:** HTML, SQL, XML, SOAP, REST API, Python

Professional Experience**Estee Lauder Companies | Lead Business Analyst – R&D/Regulatory Compliance****Nov 2022 – Present**

- Elicited and documented functional and non-functional requirements through stakeholder discussions, prototyping, and interface analysis. Created Functional Specs, Data Requirement Docs, Use Cases, and FRDs. Performed GAP analysis to define AS-IS and TO-BE processes.
- Created an interactive prototype & designed a project from scratch. Created Wireframes and Mockups to effectively conceptualize and communicate high-level design strategies and detailed interaction behaviors.
- Provided consulting and defined complex Biz Rules concerning the process to technical & business teams during requirements-gathering and development.
- Worked closely with the Project Manager in evaluating the change management plan and analyzing the impact, incorporated feedback from business focus groups at various project phases, and was responsible for providing valuable insights to clarify opportunities and identify associated risks.
- Used JIRA to maintain and track issues, bugs, user story management, workflow management, and create test cases and test steps for transparent requirements traceability. Used SQL queries to validate the source to target application data.
- Performed Data Analysis, Data Mapping, design, and implementation of new business systems primarily using relational databases (PL/SQL) and provided technical specifications, including SQL update documentation as required by changes to the enhanced systems.
- Extensively involved in Data Extraction, Transformation, and Loading (ETL process) from source to target systems. Used SQL queries to validate the application and manipulate the data using CRUD operations: gathered business logic to create Data Mapping, Tech Specifications, and validation rules.
- Identified, analyzed, and resolved data integrity issues in or between various technology systems utilized for the project integration. Collaborated with application developers, infrastructure specialists, DBAs, and the business team to deliver innovative solutions to complex mapping and workflow problems.
- Created ELC Materials Science Dashboards - BI requirements document. Published Business Intelligence KPIs onto the Tableau server and made it available on the mobile for business users. Automated and optimized Python script, 20x faster data processing for Tableau consumption.
- Developed test plans, test cases, and RTMs for UAT; conducted pre- and post-deployment testing, including Regression, Sanity, and Smoke tests. Executed system integration testing and supported integration activities such as database queries and configuration.
- Facilitated UAT sessions with the business, including the test environment setup and test results documentation. Conducted sessions with Developers to check the progress status of raised bugs and defects in Jira.

Randstad Technologies | Client - Estee Lauder – New York | Business Systems Analyst – C2M/Regulatory Compliance**Mar 2018 – Nov 2022**

- Supported Regulatory and Compliance initiatives at Estée Lauder, gathering and documenting detailed requirements, performing data analysis, and delivering end-to-end solutions across Veeva platforms. Managed testing efforts, including test planning, execution, and defect tracking using JIRA.
- Created wireframes, mockups, and prototypes for new systems and enhancements; facilitated business process mapping and GAP analysis.
- Conducted data mapping and validation using SQL; supported ETL activities and maintained data quality throughout integration processes.
- Built BI dashboards and automated data pipelines to support performance tracking and regulatory reporting.

Justdial Ltd (India's no 1 local search engine), Mumbai, India | Senior BSA**Jun 2010 – Dec 2015**

- Led the planning, designing, and conducting of a change management initiative to enhance a Product workflow system. The implemented changes resulted in a 33% growth in relevant product development.
- Successfully led the transition of the PPC project to different technologies and service providers to reduce the project cost. Planned and launched a PPC project in 11 locations. Responsible for overseeing all activities within a team and managing multiple projects smoothly.
- Performed and evaluated impact analysis to identify potential risk and took precautionary steps. Developed KPI's dashboard and addressed multiple ad-hoc queries, bringing about positive goal achievement for 3 consecutive years.
- Elicited and analyzed the project requirements and assisted the Project Manager in creating Project deliverables, KPI's, Milestones, Resource Estimation, and Work Breakdown Structure using MS Project. Conducted GAP analysis for AS-IS and TO-BE processes to identify and validate requirements.
- Evaluated a centralized large database set and recommended changes to comply with the vendor mechanism, reducing technical downtime and enhancing system functioning. Successfully tested and documented systems APIs in collaboration with the software developers using SOAP UI.
- Tracked and analyzed variation in product metrics using Google Analytics consistently for the Web, WAP, and Mobile App. Statistics were communicated to the senior management, and the reasons for any increase or drop in the metrics were reported.
- Involved in creating Conceptual, Logical, and Physical models using Erwin and migrating data from heterogeneous data sources and legacy systems to the centralized database server, which involved Data Cleansing, Data Mapping, and Data Profiling.

Education**Master of Science – Information Technology Management – Campbellsville University****Certificate in Social Media and Web Analytics – University of California, Los Angeles (UCLA)**