

GAGAN SINDHU

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SUMMARY

Senior Business Analyst with 5+ years of experience translating cross-functional stakeholder requirements into functional specifications, process maps, and UAT test scripts for enterprise platform and reporting implementations. Skilled in **JIRA**, **Confluence**, **Visio**, **SQL**, and **Agile** delivery, with hands-on work eliciting requirements from e-commerce, marketing, and technology teams and maintaining traceability matrices from discovery through cutover.

SKILLS

Analytics & BI: SQL, Power BI, Tableau, Excel

Databases & Cloud: SQL Server, Snowflake

Tools & Collaboration: JIRA, Confluence, Visio, SharePoint, Agile, Scrum

Business Analysis & Delivery: Requirements Elicitation, Functional Specifications, Process Maps, Traceability Matrices, UAT Test Scripts, Acceptance Criteria, Backlog Management, Migration Scope, Requirements Traceability, Stakeholder Workshops, Hypercare Support

Digital Asset & Platform Systems: DAM, CMS, PIM, Metadata Schema, Taxonomy, Rights/Usage Management, Master-plus-Derivative Asset Strategy, **Adobe AEM Assets**, **Cloudinary**, **Scene7**

EXPERIENCE

Senior Business Analyst

Jun 2025 – Present

JPMorgan Chase & Co.

USA

- Elicited and documented functional requirements for DAM and media delivery modernization, facilitating workshops with e-commerce, marketing, and technology stakeholders and translating priorities into acceptance criteria in **JIRA** and **Confluence**.
- Defined migration scope and criteria for digital assets using **SQL** and **Excel**, mapping SKU activity and asset-level publishing rules with technology teams and documenting process maps, taxonomy, and metadata schema in **Visio**.
- Owned requirements backlog and traceability matrices across delivery phases, maintaining decisions, rights/usage management, and master-plus-derivative asset strategy documentation in **Confluence**, reducing manual documentation effort by 22%.
- Specified integration requirements between DAM, **Adobe AEM Assets**, **Cloudinary**, **Scene7**, and product/SKU/PIM systems, supporting UAT test scripts and validating permissions, integrations, and derivative rules before cutover.

Business Systems Analyst

Jan 2022 – Jul 2024

Centene

Hyderabad, India

- Gathered and documented business requirements for claims, eligibility, and provider network reporting platforms, translating healthcare payer needs into functional specifications and process maps using **SQL**, **Visio**, and **Excel**.
- Built **Tableau** dashboards and reports to track utilization, authorization, and denial KPIs across Medicaid and Medicare plans, validating report accuracy and data integrity before stakeholder delivery.
- Analyzed claims denial trends using **SQL** and **Tableau**, identified a spike in authorization-related rejections, and produced an exception summary that prompted operations to revise the prior authorization review workflow.
- Delivered UAT support and end-user training for reporting system enhancements, documenting user guides and knowledge articles that cut reporting turnaround time by 20% across payer operations.

PROJECTS

DAM Migration Requirements and Traceability | JIRA, Confluence, Visio

- Elicited and documented functional requirements for a DAM migration, producing requirements specs, process maps, taxonomy, and traceability matrices in **JIRA** and **Confluence**.
- Defined acceptance criteria and UAT test scripts, validating permissions, metadata schema, and derivative rules before phase gates and cutover.

Healthcare Reporting and Data Quality Analysis | SQL, Tableau, Excel

- Analyzed claims and eligibility data using **SQL** and **Excel** to identify data quality exceptions, denial patterns, and reconciliation gaps.
- Created **Tableau** visualizations presenting actionable data quality insights to support operational and reporting decisions.

EDUCATION

University of Delaware

Newark, DE

Master's in Data Science | GPA: 3.63 / 4.0