

Yuvraj Hulsure

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SUMMARY

Senior Business Analyst with 7+ years of experience leading digital transformation, enterprise AI integration, and process optimization across the financial services, insurance, and public sectors. Backed by a Master's in Business Analytics and certifications in Power BI and Salesforce, I excel at bridging the gap between strategic business vision and technical execution. Proven expertise in requirements elicitation, process modeling (BPMN), and Agile methodologies to streamline operations and launch innovative solutions, including generative AI assistants and scalable microservices architectures. Highly skilled in advanced data analytics, risk management, and cross-functional stakeholder collaboration. I consistently translate complex organizational needs into actionable user stories and robust target operating models that drive workflow efficiency and enhance digital accessibility.

SKILLS

Business Analysis & Strategy: Requirements Elicitation, Process Modeling (BPMN, UML), Gap Analysis, ROI & Cost-Benefit Analysis, Root Cause Analysis, User Acceptance Testing (UAT), Target Operating Model (TOM) Design, C-Suite Stakeholder Management, Strategic Roadmapping, Enterprise Architecture Mapping.

AI & Automation Tools: Prompt Engineering, Microsoft 365 Copilot, ChatGPT Advanced Data Analysis, Claude (for documentation), RPA Basics (UiPath), GenAI Integration Concepts, Enterprise AI Strategy, AI Governance & Ethics, Automation CoE (Center of Excellence) Setup, RAG (Retrieval-Augmented Generation) Fundamentals.

Data & Analytics: SQL, Advanced Excel (Power Query, DAX, XLOOKUP), Tableau, Power BI, Predictive Analytics, API Fundamentals, Data Governance, Master Data Management (MDM), Cloud Data Ecosystems (Snowflake/Databricks), Prescriptive Analytics.

Project Management & SDLC: Agile (Scrum/Kanban), Jira, Confluence, Azure DevOps, Sprint Planning, Backlog Grooming, Cross-Functional Collaboration, Scaled Agile Framework (SAFe), Organizational Change Management (OCM), Program & Portfolio Management, Vendor & Contract Management.

PROFESSIONAL EXPERIENCE

Senior Business Analyst

Jun 2025 – Present | Denton, TX

Wells Fargo

- Led requirements gathering and process mapping for the launch of the "AI Teammate" chat capability. Drafted technical user stories to build natural language query features, cutting down the time advisers spend searching for internal resources.
- Defined interaction flows for new bilingual capabilities, driving the expansion of the 'Fargo' virtual assistant and making daily banking tasks more accessible for Spanish-speaking customers.
- Analyzed commercial banking workflows to identify bottlenecks. Guided the deployment of generative AI assistants that directly reduced underwriting and credit memo preparation times.
- Supported the rollout of AI coding assistants to internal development teams by tracking user adoption, gathering functional feedback, and resolving friction points to ensure smooth adoption across engineering pods.
- Defined business rules and system requirements alongside risk and data science teams to upgrade the bank's AI-driven fraud detection models and proactively intercept financial losses.

Senior Business Analyst

May 2020 – Aug 2023 | Hyderabad, India

India First Life Insurance Company Ltd

- Managed BRDs/FRDs and redesigned process workflows for the 1-Day Claim Settlement program, enabling straight-through processing and 24-hour settlement for eligible individual death claims up to ₹50 Lakhs.
- Partnered with enterprise architects to translate legacy workflows into a scalable microservices-based architecture, defining API specifications, data flow diagrams, and integration points with core policy administration systems.
- Led the functional rollout of conversational AI and self-service touchpoints—including Chatbot IRIS, WhatsApp Bot, and Intelligent IVR—to automate policy management, lower support ticket volumes, and deliver contactless customer service.
- Built digital verification workflows to keep operations running smoothly during the shift to remote work, implementing expedited electronic claim-settlement protocols for high-priority and COVID-19-impacted regions.
- Conducted market feasibility, gap analysis, and regulatory alignment to support the strategic expansion of non-participating life insurance products, helping scale their contribution to New Business Individual Rated Premium (IRP) from 15.52% in FY20 to 49.55% by FY22.

Business Analyst

Aug 2017 – Jan 2020 | Hyderabad, India

Tata Consultancy Services

- Led requirements elicitation and AS-IS/TO-BE process modeling (BPMN) for the migration of 1.5 lakh post offices to an SAP ERP system. Designed user workflows for 1.3 lakh handheld devices to deliver rural postal and banking services.
- Partnered with senior government officials and technical architects to design the Target Operating Model (TOM) and backend workflows, scaling the health insurance platform to support a ~500 million user base.
- Performed gap analysis and mapped requirements to integrate existing postal infrastructure with the Passport Seva system. Managed workflow optimization and UAT cycles to roll out 440+ Post Office Passport Seva Kendras (POPSK).
- Mapped API data endpoints to connect 1 lakh+ banking correspondents via portable POS devices, delivering secure, real-time banking operations for a network of over 210 million accounts.
- Facilitated Agile ceremonies (Sprint Planning, Backlog Grooming) via Jira and Confluence. Bridged the gap between government nodal officers and engineering teams to keep project deliverables on track and within strict security protocols.

PROJECTS

Enterprise Financial Data Migration & Integration

- Spearheaded the migration of 500,000+ legacy financial records to a cloud ERP by gathering stakeholder requirements, mapping complex data flows, and developing user stories in JIRA.
- Orchestrated User Acceptance Testing (UAT) and utilized SQL, Power BI, and Excel to achieve 99.9% data migration accuracy, cutting monthly reporting cycles by 20 hours.

Sales Performance Dashboard Automation

- Collaborated with regional leadership to identify core KPIs, successfully replacing a manual reporting process with an automated, real-time performance dashboard.
- Streamlined reporting workflows to eliminate 15+ hours of weekly manual work, empowering directors to make faster, data-driven decisions during strategy meetings.

EDUCATION

University of North Texas

May 2025 | Denton, TX

Master of Science, Business Analytics

Aurora Degree College

Mar 2017 | Hyderabad

Bachelor of Commerce, B. Com (Computers)

CERTIFICATION

- Microsoft Certified: Power BI Data Analyst Associate
- Salesforce Certified Administrator