

LOKESH YELLAM

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SUMMARY

Senior Business Analyst with 5+ years of experience translating workshop findings into requirements, workflows, and acceptance criteria for DAM, CMS, and PIM modernization across multi-brand retail and healthcare. Skilled in metadata schema, taxonomy, rights management, and integration requirements using JIRA, Confluence, SQL, and Power BI. Partners with e-commerce, marketing, and technology stakeholders to deliver traceability matrices and UAT test scripts.

TECHNICAL SKILLS

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

Databases & Cloud: Snowflake, SQL Server, Azure Data Factory

ETL & Tools: JIRA, Confluence, Agile, Hybrid

Business Analysis & Delivery: Requirements Elicitation, Workshops, Process Maps, Acceptance Criteria, Traceability Matrices, UAT, Test Scenarios

DAM & Content Systems: DAM, CMS, PIM, Cloudinary, Adobe AEM Assets, Scene7/Dynamic Media, Metadata Schema, Taxonomy, Rights Management, Master-plus-Derivative Asset Strategy, SKU

PROFESSIONAL EXPERIENCE

Senior Business Analyst

Sep 2024 – Present

Optum

USA

- Elicited detailed functional requirements from healthcare stakeholders through workshops, documenting process maps, acceptance criteria, and traceability matrices in Confluence and JIRA for Agile and Hybrid delivery.
- Analyzed prior authorization reporting gaps using **SQL** and **Power BI**, found inconsistent provider mapping causing delayed insights, and recommended validation rules that reduced manual reporting effort by 25%.
- Modeled system entities and workflow rules for care management dashboards, creating screen mockups and documenting detailed integration requirements for CMS and provider data systems.
- Validated **Azure Data Factory** pipeline outputs on **Snowflake** using **Python** scripts, reconciling member eligibility data and building **Power BI** reports for HIPAA-aware reporting across health plan feeds.

Technical Business Analyst

Sep 2021 – Jul 2023

Mphasis

Bengaluru, India

- Elicited detailed functional requirements for a multi-brand retail client through workshops with e-commerce, marketing, and technology stakeholders, documenting acceptance criteria and traceability matrices in Confluence.
- Evaluated DAM migration scope for a retail client, found duplicate asset metadata in Cloudinary and Adobe AEM Assets, recommended taxonomy rules that improved traceability accuracy by 18%.
- Specified detailed integration requirements for a retail client between DAM, PIM, SKU, and e-commerce systems, defining metadata schema, taxonomy, rights management, and master-plus-derivative asset strategy.
- Supported UAT for a retail client by translating requirements into test scenarios, validating Scene7/Dynamic Media functionality for taxonomy, permissions, integrations, and derivative rules in JIRA and Confluence.

Business Systems Analyst

Aug 2020 – Aug 2021

Centene

Hyderabad, India

- Developed claims and eligibility reports using **SQL Server**, **Tableau**, and **Excel**, consolidating 5 data sources into one reporting view for Medicaid and Medicare Advantage payer operations.
- Documented business requirements and UAT test scenarios for authorization and denial processing, reconciling data feeds from claims and utilization management systems for CMS compliance reporting.
- Analyzed claims denial trends using **SQL** and **Tableau**, found a spike tied to authorization rejections, and built an exception summary that prompted a prior authorization workflow revision.

PROJECTS

DAM Migration Requirements — Cloudinary, Adobe AEM Assets, SQL

- Elicited DAM migration requirements for a multi-brand retail client, documenting metadata schema, taxonomy, rights management, and integration rules for Cloudinary and Adobe AEM Assets.

UAT and Traceability — JIRA, Confluence, Scene7/Dynamic Media

- Supported UAT for a multi-brand retail client, translating DAM requirements into test scenarios and validating Scene7/Dynamic Media functionality for taxonomy, permissions, and derivative rules.

EDUCATION

Master of Science in Data Analytics Engineering — GPA: 3.5

Northeastern University

Boston, MA