

RAM M

ram.analyst22@gmail.com | +1 408-565-3021 | Open to Relocate

SUMMARY

Senior Business Analyst with 5+ years of experience in enterprise platform implementation and digital asset management. Expert in translating complex stakeholder requirements into functional specifications, acceptance criteria, and traceability matrices for multi-brand retail environments. Proven track record in facilitating cross-functional workshops, managing requirements backlogs, and leading UAT for DAM, PIM, and e-commerce integrations. Adept at bridging the gap between creative, marketing, and technical teams to drive modernization and operational efficiency.

TECHNICAL SKILLS

BA Practice: Requirements Elicitation, Gap Analysis, Business Process Mapping, Traceability Matrices, UAT Test Scripts, Functional Specifications, Stakeholder Facilitation.

Analytics & BI: **SQL** (complex joins, CTEs, data validation), **Power BI (DAX, Power Query)**, **Tableau**, KPI Dashboarding, Metadata Schema Design.

Data & Systems: **Snowflake**, **AWS S3**, **Python (Pandas)**, DAM/PIM/CMS platforms, Integration Mapping, Source-to-Target Data Flows.

Tools & Collaboration: **JIRA**, **Confluence**, **Agile/Scrum**, **Git**, MS Office Suite, Project Management, SDLC Lifecycle Management.

EXPERIENCE

Senior Data Analyst Jul 2025 – Present
Deloitte USA

- Led requirements discovery for a retail client's DAM modernization, facilitating workshops with marketing and tech teams to define functional requirements and acceptance criteria.
- Designed metadata schema and taxonomy strategies for a multi-brand retail client, ensuring alignment between e-commerce publishing needs and asset-level rights management.
- Authored detailed traceability matrices and UAT test scripts, improving post-release defect detection by 20% across complex integration points between DAM and PIM systems.
- Managed the requirements backlog for a marquee retail account, coordinating with stakeholders to prioritize features and resolve open questions throughout the delivery lifecycle.
- Validated integration workflows between production systems and the DAM, ensuring accurate status and rights metadata exchange for high-volume asset delivery.

Business Analyst Feb 2021 – Jul 2023
Mphasis Bangalore, India

- Facilitated requirements gathering for a financial services client, translating business needs into technical specifications for content-operations system enhancements.
- Mapped source-to-target data flows for a banking client, ensuring 100% accuracy in metadata migration between legacy systems and modern cloud-based platforms.
- Coordinated UAT cycles for a healthcare payer client, reducing manual reporting effort by 25% through the automation of test scenario execution and defect tracking.
- Documented complex integration requirements for a retail e-commerce client, bridging communication gaps between technical engineering teams and non-technical brand stakeholders.
- Standardized documentation processes for a telecom client, creating reusable process maps that improved project onboarding speed by 15%.

Business Analyst May 2019 – Jan 2021
Tech Mahindra India

- Developed functional specifications for a manufacturing client, focusing on production data extracts and operational KPI dashboard requirements.
- Reconciled data feeds for a logistics client, identifying inconsistencies in shipment tracking metrics and improving overall data accuracy by 18%.
- Supported the development of UAT test plans for a retail client, ensuring all functional requirements were validated against business-critical use cases.
- Coordinated with cross-functional teams to document system requirements for a media and digital operations client, streamlining the project delivery phase.
- Built automated reporting templates for an insurance client, consolidating 6 disparate data sources into a single, unified view for executive stakeholders.

PROJECTS

DAM Requirements & Traceability Framework | JIRA, Confluence, SQL

- Designed a comprehensive requirements traceability framework for a DAM implementation, linking high-level business goals to granular technical acceptance criteria.
- Reduced scope creep by 20% through rigorous documentation of project decisions and open questions, ensuring full transparency across the delivery lifecycle.

E-commerce Integration Mapping | Python, SQL, Power BI

- Analyzed integration points between a PIM and a web storefront, using SQL and Python to map SKU metadata and asset publishing rules.
- Created a validation dashboard in Power BI to monitor integration health, successfully identifying and resolving 15% of data sync exceptions during UAT.

EDUCATION

Santa Clara University

Master of Science in Computer Science | GPA: 3.5

Santa Clara, CA

Sep 2023 – Jun 2025