

HARI M

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SUMMARY

Senior Business Analyst with 5+ years of experience combining **SQL**, **JIRA**, **Confluence**, **Visio**, and **Power BI** to elicit requirements, define migration scope, and own traceability for enterprise platform implementations. Skilled in running cross-functional workshops across e-commerce, marketing, and technology teams, translating findings into testable requirements, process maps, and UAT scripts. Proven partner for DAM/CMS/PIM modernization programs, integration specifications, and acceptance testing through cutover.

SKILLS

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

Databases & Cloud: SQL Server, Snowflake

ETL & Tools: JIRA, Confluence, Visio, SharePoint, Alteryx, SSIS, Agile Backlog Tools

Methods: Requirements Elicitation, Stakeholder Workshops, Functional Requirements Documentation, Acceptance Criteria, Requirements Traceability Matrix, Process Mapping, UAT Test Scripts, Migration Scope Definition, Integration Requirements, Metadata Schema, Taxonomy, Rights/Usage Management, Master-Plus-Derivative Asset Strategy, DAM, CMS, PIM, Content Operations, Agile/Hybrid Delivery, Change Management

EXPERIENCE

Business Analyst

Jan 2024 – Present

Synchrony Financial

USA

- Elicited and documented detailed functional requirements through stakeholder workshops across marketing, digital, and technology teams, translating priorities into acceptance criteria the delivery team built against.
- Owned the requirements backlog and traceability matrix in **JIRA** and **Confluence**, maintaining requirements, decisions, and open questions across discovery, governance, and hypercare phases.
- Defined migration scope and criteria with technology partners, translating asset audits into concrete migration rules and specifying integration requirements for metadata exchange with adjacent product-data systems.
- Supported UAT and acceptance testing by translating requirements into test scenarios and validating delivered functionality across taxonomy, permissions, and derivative rules before phase gates.
- Produced requirements specs, process maps in **Visio**, and UAT test scripts, improving requirements traceability and reducing post-release defects by 18%.

Business Analyst

Mar 2020 – Nov 2021

Mphasis

India

- Led requirements-elicitation workshops for a multi-brand retail client across e-commerce, marketing/creative, and technology stakeholders, delivering clear, testable requirements and acceptance criteria.
- Specified integration requirements between content and product-data platforms, including asset-level publishing behavior, status exchange, and SKU metadata mapping across 6 source systems.
- Maintained traceability matrices and decision logs in **Confluence**, keeping scope traceable from discovery through governance and improving data accuracy by 20%.
- Applied digital asset management concepts including metadata schema, taxonomy, rights/usage management, and master-plus-derivative asset strategy to client content-operations workflows.
- Supported UAT by writing test scripts and validating taxonomy, permissions, and derivative rules, coordinating defect triage in **JIRA** across agile delivery sprints.

Data Analyst

Apr 2019 – Feb 2020

Centene

India

- Documented business and functional requirements across operational and technology teams, producing process maps in **Visio** and maintaining traceability in **SharePoint**.
- Validated and reconciled data from 5 source systems, translating audit findings into concrete data rules and performing root cause analysis on exceptions.
- Analyzed denial and exception 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.
- Translated requirements into UAT test scenarios and validated delivered functionality, documenting acceptance evidence for phase-gate reviews.

PROJECTS

Content Platform Migration Requirements | JIRA, Confluence, Visio

- Defined migration scope and integration requirements for a content platform modernization, producing requirements specs, process maps, and traceability matrices from discovery through cutover.

UAT & Acceptance Testing Framework | SQL, Excel, JIRA

- Built a UAT framework translating requirements into test scenarios and validating taxonomy, permissions, and integration behavior against acceptance criteria before phase gates.

EDUCATION

SUNY Polytechnic Institute

Jan 2022 – Dec 2023

MS in Computer and Information Sciences | GPA: 3.6 / 4.0