

VENKATA NARASIMHA

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SUMMARY

Results-driven Business Analyst with around 7 years of experience delivering data-driven solutions across healthcare, insurance, retail, travel, and eCommerce domains. Demonstrated expertise in requirement elicitation, process optimization, stakeholder management, and agile delivery. Proficient in tools such as SQL, Tableau, Power BI, Qlik Sense, Python (Pandas, Statsmodels), Azure DevOps, Snowflake, Confluence, Jira, ClickUp, Zoho Sprints, and more. Adept at transforming business needs into functional solutions through BRDs, user stories, RTMs, and UAT coordination. Skilled in building interactive dashboards, executing root cause/data analysis, and improving operational efficiency through automation and analytics. Experienced in collaborating with cross-functional teams, facilitating workshops, and leading initiatives that improved KPIs, reduced costs, and enhanced customer outcomes.

SKILLS

Technical Skills:	SQL, Python, R, DAX, Snowflake, MySQL, Oracle, MS SQL Server, MongoDB, Trifacta Wrangler, Alteryx, Talend, Dataiku
Visualization & Reporting:	Power BI, Tableau, Zoho Analytics, Looker Studio, Excel (PivotTables, Power Query, Macros), Smartsheet, SharePoint
Project & Process Tools:	JIRA, Confluence, Azure DevOps, ServiceNow, Asana, Zoho Projects, Miro, Lucidchart, Visio
Business Analysis Skills:	BRD, FRD, RTM, Use Case Modeling, User Stories, MVP Definition, Requirement Elicitation, Stakeholder Management, UAT, JAD Sessions, Agile, Scrum, Kanban
Domains & Compliance:	Healthcare (HIPAA, CMS), Insurance (Claims & Policy), FinTech (KYC, Risk), Media & AdTech, Logistics & Retail, Audit Trails, Regulatory Reporting
Soft Skills & Leadership:	Sprint Facilitation, Cross-functional Collaboration, Conflict Resolution, Client Presentations, Communication, Critical Thinking, Problem Solving

EXPERIENCE

Sr. Business Analyst Elevance Health, USA	Apr 2025 - Present
- Analyzed healthcare claims and membership data using SQL and Excel to identify trends in cost utilization and improve reporting accuracy, supporting data-driven decision-making across business units - Evaluated business requirements and translated them into functional specifications, collaborating with stakeholders to enhance system workflows and ensure alignment with regulatory standards in the healthcare domain - Developed and documented process flows (AS-IS and TO-BE) using tools like Visio, enabling process optimization and reducing operational inefficiencies in claims and provider management systems - Assessed data quality and performed gap analysis on large datasets, partnering with data engineering teams to improve ETL processes and ensure data integrity for downstream analytics and reporting - Facilitated stakeholder meetings and conducted requirement elicitation sessions, prioritizing business needs and ensuring timely delivery of analytics solutions aligned with organizational goals at Elevance Health - Monitored key performance indicators (KPIs) and created dashboards using Tableau/Power BI, enabling leadership to track performance metrics and drive continuous improvement initiatives.	
Business Analyst Elevance Health, USA	Feb 2024 – Mar 2025
- Gathered requirements through structured stakeholder interviews with claims operations, customer service, and compliance teams to identify key bottlenecks in claims handling processes. - Defined and maintained functional requirements documents (FRDs) and RTMs using Confluence and JIRA, ensuring complete traceability between business requirements and development tasks. - Conducted data profiling and root cause analysis on over 1M claim records using SQL and Zoho Analytics, uncovering anomalies that contributed to \$1.3M in annual overpayments. - Modeled existing “as-is” and proposed “to-be” claims workflows using Visio to support automation opportunities via RPA (Robotic Process Automation) integration in coordination with the Carelon tech team. - Collaborated with QA teams to create test case matrices for new claims triage rules and actively participated in sprint reviews to validate acceptance criteria aligned with HIPAA compliance. - Created Power BI dashboards that visualized real-time claim status and SLA breaches for operations leadership, reducing response lag by 25% and improving member resolution times. - Supported provider relations teams by identifying high-volume claim denials using Excel PivotTables and DAX, leading to an outreach strategy that lowered repeated submissions by 18%. - Documented business processes and knowledge transfer guides in SharePoint to support onboarding of new analysts and ensure consistency across geographically distributed teams.	

Business Analyst | MPhasis, India**Apr 2020 – Jul 2022**

- Interacted with client-side SMEs and compliance officers via Zoom workshops and ServiceNow intake forms to gather business requirements related to claims processing delays and eligibility mismatches.
- Defined use cases and created user stories in VersionOne for multiple process flows, including dependent eligibility checks, COB (Coordination of Benefits), and out-of-network claim validations.
- Analyzed claims data and enrollment records using Talend Data Preparation, identifying three core eligibility issues that resulted in 22% of claims being pended unnecessarily.
- Designed business process flows and data mappings using Bizagi Modeler, illustrating the transition from batch processing to near real-time API-based validation logic.
- Collaborated with integration architects to define HL7 and EDI 270/271 interface specifications, ensuring seamless data exchange between third-party verification services and the internal claims engine.
- Developed acceptance criteria and conducted functional walkthroughs for QA and UAT teams using Zephyr Scale, achieving over 95% test coverage and significantly reducing regression defects.
- Presented business impact analysis to internal and client-side leadership using Qlik Sense dashboards, demonstrating potential annual savings of \$2.1M through automated eligibility resolution.
- Created training guides and SOPs in Notion to onboard claims operations staff to the new system, reducing transition effort by 40% and improving early-stage productivity.

Business Analyst | Cybage Software, India**Jun 2018 – Mar 2020**

- Led requirement workshops with product owners and third-party booking engine providers to define business needs for a dynamic pricing and occupancy optimization tool.
- Developed BRDs and user stories in ClickUp, mapping business objectives to system functionalities across guest booking, loyalty, and inventory modules.
- Designed logical data models using dbdiagram.io, enabling the development team to structure booking data pipelines and improve nightly syncs with PMS systems.
- Conducted in-depth regression analysis using Python (Pandas, Statsmodels) to identify pricing trends and guest behavior correlations, improving RevPAR (Revenue per Available Room) by 16%.
- Created interactive Qlik Sense dashboards to track booking patterns, seasonal demand fluctuations, and rate parity across OTA platforms.
- Facilitated sprint planning and backlog grooming sessions using Zoho Sprints, ensuring timely delivery of roadmap features and improving sprint velocity by 22%.
- Collaborated with legal and compliance teams to build GDPR-aligned workflows for guest data handling, reducing regulatory risks during international data transfers.
- Produced post-launch impact assessments and ROI reports for executive stakeholders using MS Excel and narrative storytelling techniques, aiding in quarterly business reviews.

Jr. Business Analyst | Cybage Software, India**Dec 2017 – Jun 2018**

- Collaborated with senior BAs and client-side merchandisers to gather functional requirements for a real-time inventory visibility platform across online and offline retail channels.
- Created process flow diagrams using Draw.io to document current inventory movement, identifying delays and redundancies in SKU restocking logic.
- Assisted in maintaining requirement traceability matrices (RTMs) in Trello, ensuring stakeholder expectations were aligned with development efforts.
- Supported SQL-based data extraction for inventory variance reports across 200+ SKUs, enabling validation of cycle counts and reducing shrinkage by 12%.
- Participated in competitive gap analysis using SWOT frameworks to benchmark features with industry leaders, providing insight into automation opportunities.
- Coordinated UAT cycles alongside QA teams using TestRail, validating user flows and recording defects, resulting in a smoother release pipeline.
- Prepared user manuals and “how-to” SOPs hosted in Notion, streamlining internal training for junior staff and cross-functional departments.
- Presented findings from A/B testing on checkout optimization experiments during stakeholder meetings, contributing to a 7% improvement in cart-to-order conversions.

EDUCATION

Master's in Business Analytics, Trine University, IN
Bachelors in Computer, Vinayaka University, India

Dec 2023
May 2014