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Senior Business Analyst

PROFESSIONAL SUMMARY

- Business Analyst with 11 years of experience aligning requirements, data insights, process models, and stakeholder priorities across financial services, technology, and operations delivery teams.
- Skilled in eliciting requirements, documenting workflows, analyzing data, supporting UAT, and improving processes through Agile, Scrum, SQL, Jira, Power BI, Tableau, and Excel reporting.
- Experienced translating business needs into user stories, acceptance criteria, functional documentation, dashboards, and test scenarios that strengthen delivery quality and stakeholder alignment across teams.
- Adept at collaborating with cross-functional teams, validating solutions, managing defects, and supporting change initiatives that improve operational efficiency and decision-making outcomes for businesses.
- Spearheaded a multi-brand retail account initiative utilizing agile/hybrid delivery methodologies, streamlining DAM exchange status updates and improving cross-brand collaboration efficiency by 35%.
- Developed detailed requirements specs and process maps for inventory/orders integration, which streamlined operations and reduced order processing times by 25% across the supply chain.
- Led accessories retail projects for multi-brand organizations by optimizing CMS workflows, resulting in a 30% increase in content deployment speed and improved brand consistency.
- Facilitated strong documentation skills by creating detailed project reports that enhanced clarity and understanding, leading to improved teamwork and more efficient project execution across cross-functional teams.
- Guided excellent stakeholder communication through regular updates and feedback sessions, which fostered trust and transparency, ultimately boosting collaboration and alignment on project objectives among diverse teams.
- Translated between business, creative, technical audiences by bridging communication gaps and ensuring all parties understood project goals, which resolved conflicts and streamlined processes, resulting in enhanced project delivery and satisfaction.

TECHNICAL SKILLS

- **Tools & Collaboration** - Jira, Confluence, Azure DevOps, Microsoft Visio, Lucidchart, Miro, SharePoint, MS Office Suite (Word, Excel, PowerPoint), Figma (wireframing), Cloudinary, Adobe AEM Assets, Scene7/Dynamic Media
- **Process & Methodologies** - Agile (Scrum, Kanban), Waterfall, SDLC, Scrum ceremonies, backlog grooming, sprint planning, agile/hybrid delivery methodologies
- **Business Analysis & Requirements Management** - Requirements elicitation, BRD, FRD, user stories, epics, acceptance criteria, gap analysis, impact analysis, process mapping (AS-IS / TO-BE), stakeholder management, workshop facilitation, business process re-engineering (BPR), root cause analysis, UAT coordination, integration requirements
- **Data & Integration Concepts** - ETL processes, data mapping, APIs (REST/SOAP basics), data warehousing concepts, data governance, data quality frameworks, metadata schema, taxonomy, rights/usage management, master-plus-derivative asset strategy
- **Data Analysis & Reporting** - SQL, Advanced Excel (Pivot Tables, Power Query, VLOOKUP/XLOOKUP), data validation, data profiling, KPI definition, dashboarding, ad-hoc reporting, trend analysis
- **Enterprise Systems & Platforms** - Salesforce, ServiceNow, SAP, Oracle, Microsoft Dynamics 365, Workday (functional exposure)
- **Visualization & BI Tools** - Power BI, Tableau, Looker, Excel dashboards, report automation
- **Testing & QA Support** - Test planning, test case design, test execution, regression testing, defect tracking, UAT support, UAT acceptance testing, UAT test scripts

PROFESSIONAL EXPERIENCE

American Express

Sr. Business Analyst

June 2025 – Present

Portland, OR, USA

- Created traceability matrices to enhance requirements-ownership within PIM systems, significantly improving project visibility and accountability, resulting in a 15% decrease in scope creep.
- Standardized a metadata schema to address integration requirements, enhancing the DAM functionality and improving data accuracy by 40% across multiple content sources.

- Consolidated rights/usage management processes through meticulous requirements-elicitation, establishing requirements backlog traceability that enhanced compliance and reduced licensing disputes by 50%.
- Facilitated requirements-elicitation workshops for phase gates cutover, ensuring comprehensive product/SKU metadata alignment, which contributed to a 20% acceleration in project timelines.
- Analyzed financial services requirements with SQL, Jira, and stakeholder interviews, clarifying priorities and improving delivery decisions across cross-functional teams and sponsors consistently during releases.
- Elicited business requirements through workshops, Confluence documentation, and process mapping, aligning regulatory needs with Agile delivery and reducing stakeholder ambiguity across solution teams quickly.
- Documented user stories, acceptance criteria, and data mapping with Agile/Scrum practices, enabling UAT readiness and stronger downstream reporting controls for financial services initiatives.
- Validated solution changes through UAT, defect tracking, and test cases, strengthening release confidence and protecting business continuity across operational stakeholders and support teams.

IT Intuition

April 2024 – October 2024

Business Analyst

Hyderabad, India

- Designed as-is and to-be workflows with Visio, BPMN, and Jira, improving process transparency and supporting more accurate solution design decisions for client delivery teams.
- Modeled business processes with UML, Lucidchart, and stakeholder interviews, identifying gaps and improving requirements traceability across complex application initiatives for client technology programs.
- Coordinated backlog refinement with Product Owner, epics, and acceptance criteria, improving sprint readiness and reducing ambiguity across Agile delivery teams during iterative release planning.
- Translated business needs into functional requirements with BRD, FRD, and SRS documentation, enabling clearer development estimates and dependable QA planning across delivery workstreams.

Randstad Offshore Services

February 2021 – March 2024

Business Analyst

Hyderabad, India

- Engineered a comprehensive taxonomy strategy leveraging Cloudinary to enhance media asset management, resulting in a 30% reduction in retrieval times and significantly improving user experience across distributed platforms.
- Streamlined a content-operations system by integrating advanced backlog tools, which improved task prioritization and reduced project bottlenecks, increasing team productivity by 25%.
- Standardized requirements documentation with Jira, Confluence, and RTM, improving offshore coordination and reducing rework across distributed delivery teams and client review cycles.
- Streamlined stakeholder communication through workshops, Microsoft Teams, and SharePoint, improving decision visibility and accelerating approvals across offshore service workflows for business and technology partners.
- Automated reporting updates with Excel, Power BI, and data validation, improving operational transparency and reducing manual reconciliation across offshore support activities for managers.
- Integrated change management inputs with risk assessment, issue management, and documentation standards, improving release preparedness and protecting service delivery commitments across distributed teams.

Franklin Templeton Investments

February 2019 – January 2021

Business Intelligence Analyst

Hyderabad, India

- Produced executive dashboards with Tableau, Power BI, and KPIs, improving investment reporting visibility and supporting faster portfolio performance discussions for finance stakeholders and executives.
- Reconciled data quality issues with SQL, data profiling, and source-to-target mapping, improving trusted reporting outputs for asset management stakeholders across recurring business review cycles.
- Visualized financial metrics with business intelligence, Excel, and data visualization practices, improving variance analysis and strengthening evidence-based decision-making forums for investment operations teams.
- Governed data definitions with data dictionaries, metadata, and documentation standards, improving reporting consistency and reducing interpretation gaps across analytics consumers and finance teams.

Thomson Reuters

December 2016 – January 2019

Software Engineer

Hyderabad, India

- Architected an enterprise software platform implementation tailored to brand-specific taxonomy needs, optimizing SKU activity tracking and increasing operational efficiency by 30%.
- Pioneered the integration of Adobe AEM Assets with Scene7/Dynamic Media within a content-operations system, improving asset retrieval times by 40% and enhancing user experience significantly.

- Engineered UAT acceptance testing with comprehensive UAT test scripts, enhancing discovery through governance hypercare and achieving a 25% reduction in post-launch defects across multiple releases.
- Orchestrated a master-plus-derivative asset strategy for digital asset management, optimizing asset-level publishing behavior, resulting in a 30% increase in content accessibility across platforms.
- Engineered API requirements with REST, JSON, and Swagger documentation, improving integration clarity and supporting software delivery across enterprise platforms and technical stakeholders during releases.
- Configured defect workflows with Git, Jenkins, and CI/CD practices, improving deployment traceability and strengthening collaboration between QA and development teams across application release cycles.
- Refined integration scenarios with XML, SOAP, and Web Services, improving test coverage and reducing ambiguity for downstream system dependencies within enterprise technology delivery teams.
- Tested application changes through integration testing, regression testing, and defect triage, improving release quality and safeguarding operational reliability across users and support teams.

IBM Concentrix

June 2014 – November 2016

BI Analyst

Hyderabad, India

- Consolidated sales and customer data with SQL, Excel, and Power BI, improving reporting accuracy and supporting timely operational decisions for business stakeholders across teams.
- Interpreted KPI trends through dashboards, data visualization, and ad hoc reporting, strengthening performance insights and enabling clearer sales support prioritization decisions across operations.
- Generated recurring business intelligence reports with CRM data, Excel, and Power BI, improving pipeline visibility and supporting faster management review cycles for sales.
- Maintained data quality checks with validation rules, reconciliation, and reporting documentation, improving trusted analytics outputs and reducing inconsistencies across customer support datasets.

EDUCATION

- Master's in Business Administration - Osmania University