

NIKHIL PRAKKI

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SUMMARY

Senior Business Analyst with 5+ years of experience translating complex stakeholder requirements into technical specifications for enterprise software and DAM modernization programs. Expert in facilitating cross-functional workshops across e-commerce, marketing, and technology teams to define functional requirements, migration rules, and integration logic. Proven track record of owning requirements backlogs and validating UAT scenarios to ensure seamless delivery of high-visibility retail platforms.

SKILLS

Business Analysis: Requirements Elicitation, Stakeholder Workshops, Process Mapping, Traceability Matrices, UAT Test Scripts, Gap Analysis, BRD/FSD Development.

Domain Expertise: Digital Asset Management (DAM), PIM, CMS, Metadata Schema, Taxonomy, Rights Management, E-commerce, Retail Operations, Content Strategy.

Technical Tools: SQL, JIRA, Confluence, Agile/Hybrid Methodologies, Adobe AEM Assets, Cloudinary, Scene7, Microsoft Visio, Power BI.

Integration & Data: API Integration Requirements, SKU/Product Metadata Mapping, Migration Rule Definition, Asset-level Publishing Logic, Data Governance.

EXPERIENCE

Senior Business Analyst

Jun 2025 – Present

HCL Tech

New York, NY

- Led requirements discovery for a major retail client, facilitating workshops with marketing and e-commerce teams to define functional requirements for a global DAM modernization.
- Owned the requirements backlog and traceability matrix, ensuring 100% alignment between business priorities and technical acceptance criteria for the delivery team.
- Defined complex migration rules for asset counts and SKU metadata, improving data accuracy by 20% across multi-brand taxonomy structures.
- Coordinated UAT evidence preparation and defect triage, reducing manual reporting effort by 25% for the client's technology stakeholders.

Business Analyst

Mar 2022 – Jun 2023

Mphasis

India

- Facilitated requirements elicitation for a financial services client, translating high-level business needs into detailed functional specifications for payment operations.
- Mapped integration requirements between core banking systems and reporting platforms, ensuring seamless data exchange for transaction reconciliation.
- Documented process flows and UAT scenarios, supporting the successful deployment of a credit risk dashboard for a banking client.
- Consolidated 8 disparate data sources into a unified reporting view, improving reporting consistency across 15 recurring business reports.

Data Analyst

Aug 2019 – Feb 2022

Centene

India

- Developed SQL-based reporting datasets to monitor claims and member eligibility trends, ensuring compliance with managed care operational KPIs.
- Validated healthcare payer data extracts, identifying discrepancies in authorization processing and improving reporting quality by 18%.
- Analyzed claims denial trends across provider groups using SQL and Tableau, identifying a spike in authorization-related rejections that prompted operations to revise the prior authorization review workflow.

PROJECTS

DAM Taxonomy Modernization | Adobe AEM, JIRA, SQL

- Architected a comprehensive metadata schema and taxonomy structure for a multi-brand retail organization, utilizing Adobe AEM Assets to standardize asset-level publishing behavior.
- Optimized derivative rule processing and rights management workflows, resulting in a 30% reduction in asset search latency for creative and marketing teams.

E-commerce Integration Pipeline | Python, PIM, API, Confluence

- Designed integration requirements for a PIM-to-DAM data pipeline, ensuring accurate synchronization of SKU metadata, product status, and rights information across platforms.
- Automated validation scripts for integration testing, reducing post-release defects by 20% and ensuring 99.9% data consistency during peak seasonal inventory updates.

EDUCATION

University of Central Missouri

Master's in Computer Science

Warrensburg, MO

Aug 2023 – May 2025