

# DEEPIKA MURALI

## BUSINESS ANALYST

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| <https://github.com/Deepikamurali07/Main>

### PROFILE SUMMARY

Results-driven professional with 4+ years of experience in data analysis, process optimization, and stakeholder management. Proficient in SQL, Python, Power BI, and Excel to transform complex data into actionable insights. Experienced in Agile methodologies, UAT, and process automation tools like Power Automate and UiPath. Skilled in gathering business requirements, solution designing, and process workflow design using BPMN to optimize strategies, improve performance, and achieve measurable business outcomes.

### SKILLS

- **Business Analysis:** Requirements Gathering, Process Mapping, Stakeholder Management, Business Case Development, Feasibility Studies, Data-Driven Decision Making.
- **Data Analysis & Visualization:** Excel (VLOOKUP, pivot tables, macros), Power BI, SQL for Data Analysis, Python (Pandas, NumPy, scikit-learn, Dash, Seaborn), R, Data Cleaning, Statistical tests, regression analysis.
- **Technical Skills:** HTML, PowerShell.
- **Process Optimization:** Process Automation (Power Automate, Automation Anywhere, UiPath), Workflow & Process Flow Design (BPMN, Visio).
- **Agile Methodologies:** Agile user stories (Azure DevOps), Scrum, SDLC, Sprint Planning, Backlog Management
- **UAT & Go-Live Support:** End-to-End User Acceptance Testing, Go-Live Support, Data Validation, Continuous Feedback Collection
- **Technical Writing:** Documentation, Data Reporting, Dashboard creation, AS-IS and TO-BE Documentation, Solution Presentations, Product Demos to Stakeholders.
- **Project Management:** Workshop Facilitation, Cross-Functional Team Collaboration, Client Engagement.

### EDUCATION

Aston University, United Kingdom, MSc. Business Analytics, Merit

September 2023 – September 2024

Anna University, India, B.E. Electronics and Communication Engineering, 79.99%

July 2015 – May 2019

### WORK EXPERIENCE

Tata Consultancy Services, India - Systems Engineer

July 2022 – August 2023

- Led End to End SDLC project cycle from requirements gathering to post-Go-Live support for 5 RPA projects, automating invoice and payment processes for Finance Team, Order creation for Sales Team, improving cross-departmental alignment by 40%.
- Liaised with clients to understand business needs and provided ongoing support to ensure seamless deployment and maximize value from services.
- Facilitated Agile workshops, translating business needs into user stories and process maps in BPMN, enhancing transparency and reducing onboarding time by 20%.
- Created and prioritized Agile user stories using Azure DevOps based on business impact, enhancing communication with development teams, reducing project delivery timelines by 30%, and increasing operational efficiency by 30%.
- Supported cross-functional teams and presented solution design and product demos to clients and senior management, demonstrating technical and non-technical features and maximizing stakeholder engagement, contributing to project approvals and user buy-in.
- Conducted end-to-end User Acceptance Testing (UAT), ensuring continuous feedback from requirements gathering to post-Go-Live, confirming that solutions met business needs, and minimized post-launch issues by 20%.
- Analysed automation metrics using Advanced Excel (VLOOKUP, pivot tables, macros) and SQL, providing insights that raised productivity by 20%, improved customer satisfaction by 15%, and reduced operational costs by 25%.

- Developed and proposed a chatbot using Power Automate, reducing dependence on support teams and minimizing downtime, which was adopted as a full-time solution by senior management.

## Infosys, India - Senior Systems Engineer

May 2019 – July 2022

- Developed invoice and payment automation solutions for Finance team for an energy sector and retail sector using Automation Anywhere, boosting operational efficiency by 70% and reducing response times by 50%.
- Served as liaison between technical teams and stakeholders, reducing manual intervention by 60% and errors by 40% through clear communication
- Documented process and solution designs and maintained all records, supporting a 30% reduction in manual processing and a 35% decrease in errors.
- Supported client onboarding and training sessions, ensuring effective use of solutions and facilitating user understanding, which reduced error rates by 30%.
- Involved in the end-to-end lifecycle of 5 automation projects, achieving 100% on-time Go-Live and a 25% improvement in process efficiency.
- Designed and optimized 5 business processes using BPMN, reducing miscommunication by 30%
- Built and optimized Excel and python dashboards, improving KPI visibility and enhancing service operations by 40%.

## PROJECTS

- **Employee Data Analysis:** Analysed employee performance across various departments, identifying factors such as salary, experience, department, and location that influence performance scores. Utilized SQL for data cleaning, analysis, and visualization, providing insights that helped optimize talent management and improve employee engagement strategies.
- **ECommerce-Sales-Analysis:** Analysed e-commerce sales data to identify sales trends, customer segments, and the impact of discounts. Developed actionable insights that informed marketing strategies, optimized inventory management, and improved customer engagement, contributing to revenue growth and enhanced sales strategies.
- **Scheduling Strategies for Enhanced Efficiency in Complex Manufacturing Systems:** Developed a flexible Python-based scheduling algorithm to optimize resource allocation, reduce delays, and integrate outsourced components in manufacturing systems. Created an interactive dashboard for real-time monitoring, resulting in improved operational efficiency and better adherence to production deadlines.
- **Exploratory Data Analysis: UK Vaccination Trends:** Analysed vaccination trends in the UK using the UK Vaccination Dataset to identify factors influencing vaccination rates. Performed data cleaning, hypothesis testing, and linear regression modelling, providing insights that supported the development of strategies to improve vaccination uptake.
- **Second-Hand Car Market Case Study Analysis Report:** Conducted an analysis of the second-hand BMW 3 Series car market in the UK, focusing on key price determinants like mileage and year of registration. Developed a predictive model using multiple linear regression, offering actionable insights into pricing trends and strategies to improve model accuracy.

## CERTIFICATIONS

- DataCamp Data Analyst Associate Certification.
- Agile Project Management Foundation – LinkedIn
- Scrum Basic - LinkedIn
- Automation Anywhere & UiPath Certified RPA Professional.