

# DEEPIKA MURALI

## Business Analyst

United Kingdom | +44 7774886158 | [deepikamurali127@gmail.com](mailto:deepikamurali127@gmail.com) | [linkedin.com/in/deepika-murali120703](https://www.linkedin.com/in/deepika-murali120703)

### PROFILE SUMMARY

Results-driven professional with 4+ years of experience in **business analysis, process optimization, and RPA development**. Proven expertise in **requirement gathering, stakeholder engagement, automation solutions, and data-driven decision-making**, with a strong technical foundation in **SQL, Python, Power BI, and Automation Anywhere**. Adept at bridging the gap between business needs and technology solutions, delivering efficiencies that **reduced manual effort by up to 50% and improved operational accuracy by 35%**. Currently seeking a **Business Analyst role** to leverage analytical and process improvement expertise in driving strategic outcomes.

### WORK EXPERIENCE

#### Tata Consultancy Services | Senior RPA Developer | July 2022 - Aug 2023

India

- **Managed full SDLC** for 5 RPA projects, automating invoice and payment workflows using **Automation Anywhere**, improving operational efficiency by **30%** and aligning cross-departmental processes by **40%**.
- **Led stakeholder discussions** and gathered business requirements, translating them into **BRDs, FSDs, and user stories**, ensuring alignment with company objectives and smooth implementation.
- Designed and deployed an **MS Teams-integrated chatbot** using Power Automate, enhancing user support and reducing IT dependency by **40%**.
- Developed **Power BI and excel dashboards**, contributing to a 25% reduction in costs and improved decision making.
- Delivered solution designs and product demos to senior management, ensuring solutions aligned with organisational goals and fostering **stakeholder engagement** for efficient project execution and successful Go-Lives.

#### Infosys | Senior RPA Developer | May 2019 -June 2022

India

- Automated finance processes using Automation Anywhere and IQ Bots, improving **data processing efficiency by 70%** and reducing response times by 50%.
- Conducted business process mapping and optimization using BPMN, leading to a **30% reduction in manual work** and a **35% decrease in errors**.
- Led **UAT testing** and provided post-Go-Live support, **resolving 95% of issues** within SLA timelines, ensuring smooth transition and minimal downtime.
- Awarded Certificate of Appreciation from Infosys for contributions to a critical RPA use case, yielding **high-value savings** and **improved client visibility**. [Link](#)
- Contributed to the **development of generic solutions** for global use, optimizing automation frameworks for multiple departments and clients.

### PROJECTS

- **Employee Data Analysis:** Analysed employee performance across departments using SQL and Power BI, identifying trends that optimised talent management and improved engagement strategies. [Link](#)
- **E-Commerce Sales Analysis:** Analysed sales trends and customer segments with SQL and Power BI, optimising inventory management and enhancing customer engagement, contributing to improved sales strategies. [Link](#)
- **UK Vaccination Trends Analysis:** Analysed vaccination trends using Python and Excel, identifying factors influencing uptake and providing actionable insights to improve vaccination rates. [Link](#)
- **Credit Card Financial Analysis:** Analysed acquisition costs, activation rates, and credit utilisation with DAX in Power BI, creating visualisations to identify inefficiencies and improve business insights, marketing, and segmentation. Automated financial reporting, enabling non-technical stakeholders to gain insights. [Link](#)

### EDUCATION

#### Aston University | MSc Business Analytics | Sep 2023 – Sep 2024

Birmingham

Python, SPSS, Descriptive analysis, Statistical analysis, Predictive Analysis, Forecasting Models, Machine Learning, Data Mining, Management Consultancy.

**Dissertation:** Developed a product scheduling system for manufacturing industries and built a dashboard using Python Dash, which allowed users to input data and visualise KPI performance and product status, thereby enhancing decision-making efficiency. [Link](#)

**Aston Global Challenge:** Developed business strategies for the BAME community, fostering inclusive growth.

#### Anna University | B.E. Electronics and Communication Engineering | July 2015 – May 2019

India

Wireless Communication, Robotics and Automation.

**Project:** Developed a Li-Fi-based indoor tracking system for smart buildings in collaboration with BSNL, enhancing my knowledge of wireless communication and its automation applications.

### SKILLS

**Business Analysis:** Requirements gathering, Feasibility studies, Stakeholder management, Cross-functional team collaboration, Agile methodologies, UAT & Test Case Development

**Data Analysis & Data Visualisation:** Data Cleaning, Manipulation, and Modelling, Power BI (Power Query, DAX), Excel (Pivot Tables, Macros, VBA), Alteryx

**Programming and Statistical Analysis:** SQL, Python (Pandas, NumPy, scikit-learn, Dash, Seaborn), R, SPSS

**Automation & Process Mapping:** Automation Anywhere, IQ Bots, Power Automate, BPMN

**Others:** REST API, SOAP API, AS-IS and TO-BE Documentation, Data Reporting, Dashboard Creation

**Soft skills:** Problem-solving, Analytical & Critical thinking, Communication, Team collaboration, Attention to detail

## CERTIFICATION

---

- Alteryx Foundation Micro-Credential Certification | Alteryx | 2025 | [Link](#)
- Agile with Atlassian Jira | Atlassian | 2025 | [Link](#)
- Databases and SQL for Data Science with Python | IBM | 2025 | [Link](#)
- DataCamp Data Analyst Associate Certification | DataCamp | 2024 | [Link](#)
- Automation Anywhere RPA Professional | Automation Anywhere | 2022 | [Link](#)
- UiPath Certified RPA Professional | UiPath | 2020 | [Link](#)