Pratik Mohan Naikawadi

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SUMMARY: Results-oriented Business Analyst with 4 years of experience in BFSI, e-commerce, and healthcare sectors. Expertise in requirements gathering, project management, and data analysis with a proven track record of implementing technological solutions that drive efficiency and profitability. Certified in Power BI, SQL, and Agile methodologies, with a passion for transforming data into actionable insights and leading cross-functional teams

PROFESSIONAL EXPERIENCE

BUSINESS ANALYST/PROJECT MANAGER/SCRUM MASTER

Suburban Diagnostics   **May 2024 - Present**

- Spearheaded Agile and Scrum ceremonies, creating detailed user stories and managing CRM and LIMS software via JIRA and Confluence.
- Collaborated with senior stakeholders, including HR and CTO, to develop BRDs and maintain process improvement documentation.
- Led a 7-member cross-functional team, optimizing system support through ServiceNow ITSM, reducing turnaround time by 50%

WEB ANALYST/BUSINESS ANALYST/PROJECT MANAGER

Hansa Cequity   **Mar 2023 – May 2024**

- Managed payment gateway (Razorpay) integration, ensuring seamless high-volume transactions and resolving critical production issues.
- Documented end-to-end solutions for BBPS integration, improving compliance and system reliability.
- Assisted in UAT for payment product implementations, ensuring compliance and security.
- Directed a 6-member team in Agile ceremonies and backlog management, enhancing project execution efficiency. Specialized in frontend UI/UX design with **Adobe Target**.
- Managed backlogs, created user stories, and participated in **Agile** ceremonies using **JIRA**.
- Designed A/B testing strategies and user segmentation, increasing engagement by 20% and CTA clicks by 15% using Adobe Analytics.

CUSTOMER ENGAGEMENT SPECIALIST/STRATEGY ANALYST

Tech Mahindra Business Services   **Nov 2020 - Oct 2021**

- Developed retention strategies for product launches, boosting customer engagement through analysis and reporting.
- Collaborated with Business Analysts, Project Managers, and leads to refine strategies and align with client goals.
- Used live chat feedback to adjust strategies, enhancing customer satisfaction.
- Enhanced satisfaction by adjusting strategies based on live chat feedback, using **ITSM** for customer service improvements.

CLIENT RELATIONS & BUSINESS DEVELOPMENT EXECUTIVE

People-O-city AND Towards Solution LLP   **July 2019 - Oct 2020**

- Engaged with clients, bulk buyers, and e-commerce reps to improve satisfaction.
- Boosted client retention with data-driven strategies and competitor analysis.
- Oversaw B2B sales and email marketing, expanding responsibility with personalized strategies.
- Increased client engagement by developing targeted strategies and managing effective campaigns.

SKILLS

- Requirements Gathering and Analysis
- Stakeholder Management, Cross-Functional Collaboration
- Project Management, Meeting Management, MoM
- SCRUM & Agile Methodologies, Backlog Management
- BRD, FRD, SRD, JIRA, Confluence, ServiceNow ITSM
- Data Analysis & Insight Generation
- Software Development Lifecycle (SDLC), Root Cause Analysis (RCA)
- User Acceptance Testing (UAT), Production Testing
- Process Improvement, QA, SEO, Workflow Optimization
- Strategic Planning, Pivot Tables, Technical Documentation
- Power BI, SQL, EXCEL, Data Visualization/Analysis
- Documentation, Presentations, Sales Pitches, MS Office
- API understanding, Encryption Standards, SFTP/FTP, REST
- Insight Generation, Data Cleaning and Preparation, Trend Analysis
- A/B Testing, Adobe Analytics, Adobe Target, User Segmentation

PROJECTS

E-COMMERCE CUSTOMER INSIGHT OPTIMIZATION – POWER BI 🔗

- Developed advanced Power BI dashboards that revealed critical insights into high-value customers, revenue-generating states, and top product categories, boosting customer engagement and profitability

STRATEGIC FOOD SALES ENHANCEMENT – POWER BI 🔗

- Created detailed Power BI reports to track product performance and optimize pricing strategies, increasing revenue per item and generating significant new leads in three months.

CERTIFICATES 🔗

- Data Visualization Certification
- Data Science Certification
- Adobe Target Business Practitioner
- Adobe Analytics Developer
- Full Stack Java Developer (Html, CSS, JavaScript, Java)

EDUCATION

Master of Computer Applications | Lovely Professional University, Punjab (Pursuing)

BSc – Information Technology | Chetana College, Mumbai Suburban (8.20 CGPA)