



Kavya Kiran Ghogale

Business Analyst -Tech (Senior Manager) seeking roles in Software Development Life Cycle, Requirement Gathering, Business Analysis, Product Development, Business Process Management, Use Cases, User Stories, GRD, UAT, Jira, Draw I.O, MS SQL, Qlik, Power BI

Current Designation: Business Analyst -Tech (Senior Manager) -IT
Current Company: Edelweiss Global Investment Advisor
Current Location: Mumbai
Pref. Location: Mumbai
Functional Area: IT Software - Application Programming / Maintenance
Role: Business Analyst
Industry: Banking/Financial Services/Broking
Marital Status: Married

Total Experience: 15 Year(s) 0 Month(s)
Notice Period: Currently Serving Notice Period
Highest Degree: MBA/PGDM [Finance]

Key Skills: Business Analyst -Tech (Senior Manager), Software Development Life Cycle, Requirement Gathering, Business Analysis, Product Development, Business Process Management, Use Cases, User Stories, GRD, UAT, Jira, Draw I.O, MS SQL, Qlik, Power BI

Verified: Phone Number | Email - id

Last Active: 22-Jan-21

Last Modified: 22-Jan-21

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Summary

Personable and process-oriented Business Analyst with 15+ years of experience linking organisations information technology capabilities with its business objectives. Possesses a Global MBA, excellent communication and interpersonal skills with functional knowledge in Financial Industry.

Work Experience

■ Edelweiss Global Investment Advisor as Business Analyst -Tech (Senior Manager) -IT Dec 2018 to Jan 2021

EGIA formerly know as Edelweiss Global Investment Advisor is a financial services company. As a Senior Business Analyst, my core activities include:

Gathering intelligence from Business Teams about needs and scope
Analyse Risk and impact
Creating Business Requirement Document (BRD)
Create a road map/project plan for execution
Maintain product backlog
Follow Software Development Life Cycle (SDLC)
Partnering with developers to ensure each project meets its specific needs
Evaluating, testing (UAT) and recommending new opportunities of development/enhancement
Provides 1st line post production support to users regarding functional issues
DEMO & Training post production movement
Communicates plans, status and issues to management on a regular basis

PROJECTS

ADB (Advance Brokerage Module)

A module which offers a client to opt plan in advance and get discounted brokerage rates
Major highlight/features this module offered were plan creation, lead generation, trade book, order book, instant payment through payment gateway, consumption and settlement, refund, excess and reporting.

Infinity Offering (Membership Plans)

A module to offer loyalty programme to engaged and loyal clients. Discounted rates on brokerage, loan, funding, Delayed Payment Charges with perks like show tickets, dinner vouchers etc...

Insurance (LI & GI)

A platform to offer end to end solution for insurance needs. Integration with multiple Insurance companies thru api. From lead generation to policy conversion with stage wise reporting. Best feature of this platform for "Advisory", where RIM can compare the best policy basis clients need.

Offline Trade (AUA)



Important

- Using Free CV Search you have access to featured candidate profiles of Naukri. You can browse through the profiles and email the candidates of your choice directly using the email option provided. To prevent misuse of candidate information, contact details and attached resume of the candidates have been withheld.

Agiant module or exchange replica. A place where multiple securities could be bought and sold offline with due diligence. This module allowed again was an end-to-end solution which maintained ISIN/Product Master, Client onboarding, Buy and Sell journey, Order Book & Trade Book, Trade Settlement cycle, Payment gateway, I-Beats integration, DP reconciliation, refund, excess and profit & loss reporting.

KOSH (Data Warehouse)

It's a data repository. This project was primary to consolidate multiple master into one and power reporting from one structured layer.

Reporting

Reporting was layered into multiple pieces.

Top & Middle management reporting was through Qlik & Power BI

Client reporting was through web application (Edelweiss.in) and mobile app (EMT)

PROJECTS

Discount Module - Completed

My Report Sunset - Switch to Ew.in - Completed

APPLICATION

Jira

Draw I.O

Ms Sql

Qlik & Power BI

• **Edelweiss Broking** as Product Manager -Business

Mar 2017 to Nov 2018

Onboarding of new clients thru omni channel connect (Online & Offline)

Empowering the client thru Demo

Persona creation of clients thru Profiling

Relevant product offering for clients thru persona

Client activation thru product investment

Increase client engagement score thru omni channel connect

CRM development - Scoping, Designing, Testing and Development with the Tech Team.

Bugs Reporting (JIRA)

Gap Analysis - Systems and Process

Implementation with the business users, platform and product owners

Feedback gathering - business users, platform, product owners and clients

Reporting & Data Analysis

Platform and Product Penetration

Trainings, Seminars, Chorus Call and Con calls to drive end to end promotion

Campaign Management - omni channel - Emails, SMS, WhatsApp, Mobile App & Web notifications

Awards and Recognition - Incentive Programs and Docking structure

PROJECTS

Client Onboarding - B2B & B2C (Broking, Funding & Wealth products)

Client Onboarding on platform (0% manual intervention)

Activation - 1+ products

Mobile App Promotion and increasing Downloads

IBM account opening transit

CRM Development

Training

ACCOMPLISHMENTS:

Successfully profiled 90% clients

Increased Product penetration from 1 to 2.3

60% of the clients have downloaded Mobile App within 3 days on AOP

Activated 82% of the clients thru Mobile App

IBM Transit - Wav 1 live

Client life cycle training - PAN India

CRM - Phase 1 live

NCD - Project implementation (Online & Offline)

Awards:

The Process Champ

The Collaborator Award

Best Customer Centric - CX Champ

Champagne - Sparkling Personality

Onboarding Champ

Techy Girl

• **Edelweiss Global Investment Advisor** as Business Analyst -Tech (Senior Manager) -IT

Mar 2017 to Till Date

EGIA formerly known as Edelweiss Global Investment Advisor is a financial services company. As a Senior Business Analyst, my

core activities include:

* Gathering intelligence from Business Teams about needs and scope

* Analyse Risk and impact

* Creating Business Requirement Document (BRD)

* Create a road map/project plan for execution

* Maintain product backlog

* Follow Software Development Life Cycle (SDLC)

* Partnering with developers to ensure each project meets its specific needs

* Evaluating, testing (UAT) and recommending new opportunities of development/enhancement

* Provides 1

st line post production support to users regarding functional issues

* DEMO & Training post production movement

* Communicates plans, status and issues to management on a regular basis

• **GEPL Capital** as Manager (Business Analyst)

Feb 2013 to Aug 2013

As a Business Analyst, I was responsible for the following tasks:

Administered head office & branch level operations and ensured smooth operational process management in all verticals
 Monitored functioning of processes, identified improvement areas and implemented adequate measures to maximize customer satisfaction level; assessed the customer feedback & provided guidance to the associates on the same
 Tracked and analysed client activation and performance; ensured that MS reports for client monitoring & reconciliation are prepared on regular basis and appropriate action is taken
 Managed and resolved exception matters/issues escalated by internal departments and external clients
 Monitored service standards to improve compliance and the quality of the services provided to customers
 Assisted internal business partners & technical teams to refine business strategies/ process automations for streamlined operations; leveraged technology to improve customer experience at touch points
 Implemented strategies for building team effectiveness by promoting a spirit of cooperation between team members in the division imparted continuous on job training to the workforce for enhancing their productivity & operational

MANAGER - CUSTOMER CARE
 Led a team of 8 members in HO and 2 members each in other branches for managing a client base of 10,000+ PAN India
 Contributed in a gamut of activities like monitoring Fraudulent Transactions, administering SEBI, BSE and NSE Audits & Cases, analysing MIS and managing the back-office operations process
 Offered various services offline and online to India's Retail, HNI & NRI clients
 Provided assistance to the Process Team to work as per the rules & regulations of Regulatory Bodies
 Attended to customer related issues and provided customized solutions

ACCOMPLISHMENTS:
 Successfully organised various events for enhancing Client Engagement, Service Quality & Business Growth like:
 o Client Delight Seminars for internal staff
 o Client Awareness Programs for internal & external clients with HNCs & SMEs and Seminars
 Proactively contributed in Data Mining for client acquisition as well as administered Database Management
 Promoted to senior positions on account of excellent performance & received various awards & appreciations like Best Employee Award 4 times and Simply Exceptional Award twice by the Core Committee

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Education

UG: **B.Com (Economics)** from **Mumbai University** in **2014**
 PG: **MBAPGD (Finance)** from **Institute for Technology and Management (ITM)** in **2017**
 Other Qualifications/Certifications/Programs:
 ISO 9001:2008
 Agile Workshop

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IT Skills

Skill Name	Version	Last Used	Experience
JIRA			
Draw I.O			
MS SQL			
Qlik & Power BI			

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Languages Known

Language	Proficiency	Read	Write	Speak
Hindi	Expert	✓	✓	✓
English	Expert	✓	✓	✓
Marathi	Expert	✓	✓	✓

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Projects

- Project Title: **Offline Trade**

Client: **Edelweiss Financial Services Limited.**

Nature of Employment: **Full Time**

Duration: **Sep 2020 - Till Date**

Onsite / Offsite: **Offsite**

Project Details: **Offline Trade (AJA)**

Agiant module or exchange replica. A place where multiple securities could be bought and sold offline with due diligence. This module allowed again was an end-to-end solution which maintained ISIN/Product Master, Client onboarding, Buy and Sell journey, Order Book & Trade Book, Trade Settlement cycle, Payment gateway, I-Beats integration, DP reconciliation, refund, excess and profit & loss reporting.
- Project Title: **ADB (Advance Brokerage Mbdule)**

Client: **Edelweiss Financial Services Limited.**

Nature of Employment: **Full Time**

Duration: **Jan 2020 - Dec 2020**

Onsite / Offsite: Offsite

Project Details: A module which offers a client to opt plan in advance and get discounted brokerage rates
Major highlight/features this module offered were plan creation, lead generation, trade book, order book, instant payment through payment gateway, consumption and settlement, refund, excess and reporting.

■ Project Title: Infinity Offering (Membership Plans)

Client: Edelweiss Financial Services Limited.

Nature of Employment: Full Time

Duration: Apr 2019 - Dec 2019

Onsite / Offsite: Offsite

Project Details: A module to offer loyalty programme to engaged and loyal clients. Discounted rates on brokerage, loan, funding, Delayed Payment Charges with perks like show tickets, dinner vouchers etc

■ Project Title: Insurance (LI & GI)

Client: Edelweiss Financial Services Limited.

Nature of Employment: Full Time

Duration: Dec 2018 - Jul 2019

Onsite / Offsite: Offsite

Project Details: A platform to offer end to end solution for insurance needs. Integration with multiple Insurance companies thru api. From lead generation to policy conversion with stage wise reporting. Best feature of this platform for Advisory, where RM can compare the best policy basis clients need.

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Affirmative Action

Category: General

Physically Challenged: No

Work Authorization

Job Type: Permanent

Employment Status: Full time

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