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Purvi Siroliya  

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Business Analyst seeking assignments in Software Engineering, Program Management, Business Analysis, Project Management, Application Programming, Scrum Master, Requirement Gathering, System Analysis, Gap Analysis, Change Management, Solution Designing, JIRA

Current Designation: Business Analyst-IT Total Experience: 3 Year(s) 8 Month(s)
Current Company: Bajaj Finserv Direct Limited Notice Period: 2 Months
Current Location: Pune Highest Degree: MBA/PGDM [Marketing]
Pref. Location: Ahmedabad, Mumbai, Pune

Functional Area: IT Software - Application Programming / Maintenance

Role: Business Analyst

Industry: Banking/Financial Services/Broking

Marital Status: Single/unmarried

Key Skills: Business Analyst, Software Engineering, Program Management, Business Analysis, Project Management, Application Programming, Scrum Master, Requirement Gathering, System Analysis, Gap Analysis, Change Management, Solution Designing, Performance Tuning, JIRA

Verified:  Phone Number | Email - id

Last Active: 22-Jan-21

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Summary

Experienced IT leader with top-notch implementation and project management abilities. An enthusiast by Nature and hard worker to the core, have always worked and will always work with one goal in mind- to make a difference even in the smallest of task and make it a better place.

Work Experience

■ Bajaj Finserv Direct Limited as Business Analyst-IT May 2017 to Till Date

Implementing agile methodologies for incremental product delivery
Responsible for Health & Motor Insurance web and Mobile Agnostic Application Journey development.
Responsible for onboarding multiple partners (Max Bupa, Aditya Birla, Manipal Cigna & Bajaj group for Health Insurance and end to end Integration.
Creation of Agile Sprints using JIRA, handling daily scrum calls, managing multiple teams, monitoring QA and UAT testing to deliver best in class products
Co-browsing solution implementation.
Autonomously led Lending (Mortgages) & Insurance (Motor & Property) project from start to finish (i.e. identified areas of opportunity, structured analyses, gathered data, generated insights and communicated findings, understood business requirements, influenced and assisted partners and stakeholders with the execution)
Key involvement in the brainstorming sessions on the frontend process flows, back end integration, analytic services, risk policy integrations, product development & B2B integrations
Strategically devised the process flows for a hassle-free end to end Digital lending (Mortgages) journey (web & mobile) of the customer with a perspective to generate maximum customer acquisition.
Conducted market research, tracked and compiled industry trends, benchmarking and competitive analysis on new technologies with successful integration within the project
Effectively implemented all the Business rules as per the risk policy with successful integration covering all business scenarios with the technical development partner
Responsible for monitoring each management activity for full lifecycle of the project as per the project plan meeting the expected quality and timelines
Worked with key stakeholders to effectively design, implement and administer IT integration of B2B partnerships, VAS products, Insurance within the system
Worked with different verticals to identify key issues with the digital integration of innovative processes and integrated pieces of pertinent information to create a unique experience for the customer
Developed SEO & SEM strategy with the marketing team for campaign management
Developed smooth integration of several internal and external APIs within the system
Promoted & instilled a culture of continuous improvement & efficiency to the software/business processes through out-of-the-box thinking on product & processes by utilizing or creating new software engineering tools & different innovation techniques
Have a strong track record of identifying key questions, connecting the dots, performing analyses independently, and communicating findings in clear and concise way.



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.

Interacting with UI/UX teams for wireframes and VDs to deliver the best aesthetics in web and mobile agnostic Applications
Continuously involved in solution designs for the Application journey architecture thereby delivering the smooth and hassle-free product.
Managing Product Backlog, creating EPICs, maintaining product incremental delivery by practicing scrum
Creating Insights using Adobe analytics and presenting to CXOs on weekly basis to demonstrate the progress of work and learnings which can be accommodated in Project Roadmap to optimize the process
Completed Retail Banking Financial products project which includes Lending (unsecured, Mortgages), Payments Loan Management System and Partner API integration with digital platform
Translate stakeholder requirements into tangible deliverables such as functional specifications, use cases, user stories, workflow/process diagrams, data flow/data model diagrams

Deputy Manager- Business Process Re-engineering May 2017 - Jan 2018
Successfully delivered Image based NACH processing solution.
Involved in Solution designing, BRD preparation and end to end project execution
Involved in data analysis, presentations to senior management
Played a key role in training and management for Scanned Mandate Project across 22 locations

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Education

UG: **B.Com (Commerce)** from **Vikram University, Ujjain** in **2015**
PG: **MBA/PGDM (Marketing)** from **Devi Ahilya Vishwa Vidhyalaya (DAVV), Indore** in **2017**

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IT Skills

Skill Name	Version	Last Used	Experience
JIRA			
MS Excel, Postman, APIs integration			
UI/UX, Adobe Implementation			

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Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				

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Affirmative Action

Physically Challenged: No

Work Authorization

Job Type: Permanent
Employment Status: Full time

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