Dhruv Kumar

Business Analyst, Web Products Team - ALK Technologies Inc., a Trimble Company

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• Experience working on Enterprise focused (B2B) and Consumer Focused (B2C) businesses which includes Cloud-based and eCommerce (Desktop/Mobile) applications, Web-based, SaaS, and PaaS solutions.

• Knowledgeable in the eCommerce, transportation, and healthcare industries.

• Proven success in launching mobile and web based products from conception until rollout using Agile/Scrum as well as Waterfall methodologies.

• Technical background and experience in developing Android apps, APIs (REST/SOAP), writing functional requirements, analyzing large datasets, databases (RDBMS), and SQL.

• Tracked various metrics such as user traffic, conversion, retention, feature adoption, utilization rates, and revenue using analytics dashboard. Proficient in using methodologies like A/B testing to develop vision and strategy.

• Proven track record in project management, people management, and time management

• Worked closely with external partners as well as internal cross-functional teams to create product roadmaps, manage priorities, backlog, and gather business requirements.

• Skilled at writing user stories, use-cases, designing wire-frames, and creating user experience (UX) flow.

• Skilled at gathering and defining product requirements, writing PRDs, Software Requirements Specification (SRS), and translating it into functional specifications.

• Experience in working with various Data quality processes such as Data mapping, Data validation, Data mining.

• Experience in creating mapping spreadsheets, Source to Target mapping documents including the transformation rules.

• Ability to successfully drive projects and allocate resources; excellent project management and analytical skills.

• Excellent verbal and written communication skills. Adept at communicating with both the engineers and non-technical audience including external stakeholders, customers, and company's senior leadership.

WORK EXPERIENCE

Business Analyst, Web Products Team

ALK Technologies Inc., a Trimble Company   -   Princeton, NJ -

2017-02 - Present

Location Management Project: Coordinated creation of Sites and Custom Places that solved last-mile navigation problems and established communication channels between fleet managers and drivers. Resulted in navigational efficiency of 95% and driver safety of 90%.

• On-boarded 10 new trucking companies and increased ratings by 30% for existing customers compared to previous quarter.

• Performed the Analysis of business requirements from users for template creation and created the BRD.

• Implemented the project using the Agile Scrum Methodology to produce artifacts in the distinct phases of the Software Development Life Cycle (SDLC).

• Established and maintained processes to manage scope over the project lifecycle.

• Identified and managed project issues and set project quality and performance standards.

• Continuously monitored and communicated realistic expectations to stakeholders, including commitments for project delivery and product quality.

• Built and maintained collaborative working relationships with various internal functional groups, project teams and other stakeholders to effectively resolve issues and remove barriers to program success.

• Ensured that DevOps teams remain focused on mission critical business objectives for ALK, tracking progress of both hardware and software to ensure project milestones were completed on time and with the desired results.

• Engaged with customers to gather business requirements, prototyped using storyboards and created journeys that resulted in a well-defined feature set.

• Analyzed ALK Content Tools architecture to dynamically create and update custom POIs to unblock launch of Sites feature in a span of 3 weeks.

• Resolved critical driver app crashes by reducing the custom places data consumed for every update. Suggested database and API modifications that resulted in seamless adoption of Sites.

• Performed technical liaison functions between the analysis, architecture, development and validation teams as well as with clients.

• Identified and planned resource requirements, and built a team that produced specified deliverables.

• Lead the QA team projects through all stages of SDLC.

• Utilized RUP and UML methodologies and Requisite Pro tool to design, document, and manage requirements and Visio to model use cases.

• Promoted to product lead of ALK Content Tools within 5 months and defined roadmap for next 12 months.

ALK Cloud Project: Devised strategy that unified fragmented web products by creating ALK Cloud platform that increased operational efficiency by 70%.

• Executed implementation of single sign-on (SSO) capability and custom data integration across entire ALK suite that revamped customer experience.

• Managed large-scale initiatives involving the transition of software and data to new platforms. Achieved seamless migrations and integrations that were transparent to customers and delivered on-time.

• Defined clear product requirements for developers and designers, brand details for marketing and coordinated milestones with project managers that reduced time to market by 1 month.

• Managed Agile software development projects in Jira to ensure quality, on time delivery from requirement definition through testing, rollout and support.

• Identified and communicated clear sprint/release goals and risks to internal and external teams.

• Defined and tracked KPIs and created the roadmap for the ALK Cloud Platform to drive business growth and maximize revenue.

PC*MILER Web Project: Targeted private fleet customers to upsell CoPilot app by adding new capabilities like real time updates from PC*MILER Web. Accelerated revenue from $1.2MM to $2MM.

• Gathered business requirements to set up infrastructure that instantly sent routes generated in PC*MILER Web to CoPilot with 3-click operation.

• Collaborated with Product Managers, Business Analysts, Architects, and Developers to create and support the online fleet management application.

• Implemented Unified Modeling Language (UML) methodologies to design Use Case Diagrams, Data Flow Diagrams, Activity Diagrams, Sequence Diagram using MS Visio.

• Ensured consistency of management systems to enforce standards and procedures for implementing all technical solutions and support.

• Participated in the entire life cycle of projects related with initial situational analysis, gap analysis, change management, operation design procedures, overall project scoping, and QA testing procedures.

• Introduced Google Analytics for data analytics that led to reduction in number of clicks needed for critical functions and increased usage of PC*MILER Web by 40%.

• Prospecting to develop new strategic partnership programs and business strategy for increasing the customer base in advertising.

Business Analyst, Life Sciences Team

Tietronix Software Inc   -   Houston, TX   -

2016-01 - 2017-01

Incorporated agile methodologies to build and launch an endoscopy training android app for a user base of 100 doctors, within 3 months.
• Engaged with client to gather business requirements and prototyped intuitive user flows and simple UI designs that enabled Tietronix to secure a multi-million-dollar deal for new projects.
• Optimized the products performance by using optimized queries, modular code structure and business techniques to provide high-quality product with quality assurance.
• Provided weekly updates and offered multiple levels of status updates across a wide spectrum of audiences from individual contributors to executive management.
• Established functional and efficient Software Development Lifecycle (SDLC) procedures.
• Provided KPI reports monthly and quarterly to present the status reports of the company's profit and areas for improvement.
• Documented and established traceability between the Business requirements, Use Cases, Business Rules, Activity diagrams, and Test Scenarios.
• Maintained project tasks including tracking budget and development process as well as identifying and managing change requests.
• Created agile sprints and scheduled them to the teams in-order to meet the deadlines with a clean functioning product.
• Monitored and tracked project milestones and deliverables.
• Conducted deployments to production on a weekly basis and notified customer support.
• Prepared release notes for internal and external users; provided training on the release enhancements to the internal support teams and external clients.

Business Analyst/Software Engineer, E-Commerce Team

Accenture   -   Mumbai, Maharashtra   -

2013-05 - 2015-07

Analyzed drop in conversion rate of visitors to paid users by coordinating with analytics and client teams. Revamped product reservation web pages that resulted in 3% increase in sales.

Business Analyst
• Monitored and tracked project milestones and deliverables.
• Conducted deployments to production on a weekly basis and notified customer support.
• Communicated effectively to gather business requirements, as chief liaison between the client and engineering teams, prepared business requirements document and functional specification for adding new features to the product pages.
• Served as single point of contact for coordinating with the engineering and QA teams. Analyzed, triaged and implemented resolutions for incidents during peak season. Achieved 100% SLA compliance. Used the Content Management System (CMS).
• Designed the look-n-feel requirements of the application using MS Visio, for better illustration of the application to research team and product managers.

• Facilitated UAT and Test Strategies with developers and testers.
• Mentored 5 new team members by facilitating workshops and trainings on software design, technical architecture, and client management in the online retail industry.

Software Engineer
• Worked as a full stack engineer to design and develop dynamic web pages for the Argos customer facing website.
• Provided code reviews, deployed applications to production environment, provided weekend production support and documented troubleshooting steps for production support.
Worked with multiple development cycles using a combination of Agile and Waterfall methodology.
• Won the 'Highest Individual Contributor of Ideas' award for 'Continuous Improvement Program' and promoted to the next level in 10 months (avg. 24).

EDUCATION

Master of Information Systems Management in Information Systems Management

Carnegie Mellon University   -   Pittsburgh, PA

2016-12

Bachelor of Technology in Information Technology

VIT University   -   Vellore, Tamil Nadu

2013-05

Product Management

HCI for Tech. Executives

SKILLS

MS VISIO, VISIO, CMS, CONTENT MANAGEMENT SYSTEM, ILLUSTRATION

ADDITIONAL INFORMATION

TECHNICAL SKILLS

Technologies: Java/JDBC, Android SDK, SQL, JavaScript, JSP, HTML, APIs
Databases: Oracle 11g, SQL Server 2010
Tools: JIRA, JAMA, InVision, Cardboard, Trello, MS Office, MS Visio, Google Analytics, Confluence, SharePoint,
Adobe Illustrator, Tridion (CMS), Tableau, SVN, GitHub, Hockeyapp, Zendesk