Tabassum Sarah

Email: sarahtabassum057@gmail.com | 510-714-5424 | LinkedIn | Git Hub

SUMMARY

Business Analyst with 5+ years of experience in IT services, consulting, and retail environments. Skilled in requirements gathering, process reengineering, data analysis, and visualization. Adept at bridging business and technical teams by authoring BRDs, FRDs, and user stories, validating solutions through SQL, Power BI, and testing, and ensuring stakeholder alignment. Hands-on experience with Agile and Waterfall methodologies, backlog management, and UAT execution. Recognized for delivering actionable insights and enabling end-user adoption of new systems and tools through training and documentation. Passionate about leveraging data-driven decision-making to improve efficiency, compliance, and customer satisfaction.

TECHNICAL SKILLS

Business Analysis & Documentation: BRDs, FRDs, RTMs, SRS, Use Case Modeling, User Stories, Acceptance Criteria, UAT Planning, Business Process Reengineering, Requirement Traceability

BI & Visualization: Power BI, Tableau, Excel, Power Query, Looker Studio, DAX, M Query, Data Storytelling, KPI & Dashboard Design

Programming & Data: SQL, Python, R, HTML, Power Automate, JSON, REST API Integration

Data Engineering: ETL Pipelines, Data Cleansing, Data Modeling, Data Governance, Data Warehousing, Data Validation, Performance Optimization

Databases & Cloud: MS SQL Server, MySQL, Azure Synapse, Snowflake, MS Access, AWS Redshift, Azure DevOps

Testing & QA: Functional Testing, Regression Testing, Test Case Design, UAT Coordination, Jira Defect Tracking, API Testing, Test Automation Basics

Methodologies & Tools: Agile, Waterfall, SDLC, Jira, Confluence, SharePoint, ServiceNow, MS Project, Smartsheet

Design & Collaboration: MS Visio, Lucidchart, Figma, Balsamiq, MS Teams, Slack, Draw.io, Trello

EXPERIENCE

PamTen Inc. - Remote   **May 2025 - Present**
  Business Analyst

- Partnered with cross-functional teams (Product Owners, Developers, QA, and UX Designers) to define and document requirements for an AI-powered staffing portal, integrating fraud detection, resume standardization, and intelligent candidate-job matching features.
- Authored BRDs, FRDs, RTMs, and User Stories, ensuring 100% alignment between business goals and technical implementation across modules like User Management, ATS, and Analytics.
- Redesigned recruitment workflows using Lucidchart and Visio, eliminating manual dependencies and improving recruiter productivity by 30%.
- Facilitated JAD sessions and sprint planning workshops, improving requirement clarity and reducing change requests by 25%.
- Led UAT planning and execution, authored detailed test cases, tracked defects in Jira, and achieved a 100% UAT sign-off rate in the first iteration.
- Collaborated with the development team on API integration (Google Cloud Storage, Gmail SMTP, Spring Boot), ensuring smooth communication between microservices and external tools.
- Built interactive Power BI dashboards to monitor candidate pipelines, recruiter performance, and fraud detection metrics, increasing decision-making visibility by 40%.
- Delivered executive demos and sprint showcases that improved stakeholder buy-in and accelerated platform rollout by 20%.

  Key Achievements:

- Reduced manual screening effort by 35% and improved fraud detection accuracy by 25% through automation and AI-driven workflows.
- Accelerated project delivery by 20% through improved backlog prioritization and sprint governance.
- Established a centralized analytics framework for leadership to track performance KPIs across the hiring lifecycle.

Environment: Jira, Azure DevOps, Lucidchart, MS Visio, SQL Server, Power BI, Microsoft 365, Figma

Amazon Development Center- Hyderabad, India   **Sep 2021 - Sep 2023**
  Business Analyst

- Partnered with cross-functional teams in Product, Engineering, and Operations to analyze customer service workflows and identify efficiency gaps.

- Extracted and modeled large datasets from support ticket systems using SQL and Excel, enabling trend analysis that reduced recurring technical issues by 20%.
- Designed KPI dashboards to visualize key metrics like SLA adherence, escalation rates, and defect frequency—improving visibility for senior management.
- Conducted root cause analysis (RCA) for recurring issues, collaborated with development teams to propose automation enhancements, and improved process reliability by 15%.
- Presented analytical insights and performance summaries to leadership, influencing decisions on resource allocation and training priorities.
- Authored process improvement reports and contributed to quality audits, ensuring compliance with Amazon's operational standards.

Key Achievements:
- Streamlined analytics workflows, reducing manual data consolidation time by 30%.
- Strengthened cross-department collaboration between technical and support functions, enabling faster resolution cycles.
- Recognized for introducing a metrics-driven approach to operational problem-solving.

Environment: SQL, Excel, Power BI, ServiceNow, Jira

Technical Support Associate
- Delivered Tier-1 and Tier-2 technical support for global Amazon customers and vendors, ensuring SLA compliance and resolution accuracy.
- Diagnosed and resolved complex issues across account access, transaction workflows, and platform functionalities.
- Standardized SOPs, FAQs, and troubleshooting guides, improving response consistency and reducing onboarding time for new associates by 20%.
- Partnered with engineers to document and validate system defects in Jira and ServiceNow, accelerating bug fix turnaround by 18%.
- Monitored support metrics to identify escalation triggers and implemented workflow adjustments that reduced escalation volume by 12%.

Key Achievements:
- Improved customer satisfaction scores through enhanced documentation and data-backed workflow optimization.
- Reduced repeat technical issues by 20% via proactive identification and resolution of recurring root causes.
- Received internal recognition for excellence in process improvement and cross-functional collaboration.

Environment: SQL, Excel, ServiceNow, Jira, Amazon Internal Tools

Synchrony Financial - **Hyderabad, India**   **Sep 2020 - Sep 2021**
Technical Support Agent
- Delivered technical and functional support for core banking applications, resolving account access, transaction, and network issues while maintaining compliance with financial data security standards.
- Analyzed recurring incident patterns using SQL and Excel trend reports, identifying root causes that reduced defect recurrence by 22%.
- Documented standard operating procedures (SOPs), FAQs, and escalation workflows, improving team efficiency and cutting response times by 15%.
- Collaborated with IT and QA teams to report and validate system defects through ServiceNow and Jira, ensuring rapid issue resolution and deployment of stable patches.
- Provided insights from ticket analysis that informed targeted agent training, improving first-call resolution (FCR) rates by 18% and reducing overall escalations.
- Partnered with risk and compliance teams to implement secure handling procedures for sensitive financial data, aligning with PCI DSS and internal audit requirements.

Key Achievement:
- Increased FCR by 18% and reduced repeated incident tickets by 22% through analytics-driven reporting and proactive root-cause management.
- Enhanced SLA adherence and agent productivity via structured documentation and training initiatives.
- Recognized by management for maintaining exceptional service quality across high-volume transaction systems.

Environment: ServiceNow, SQL Server, Microsoft Excel, Remote Desktop Tools, Jira, Microsoft Teams, Knowledge Base Systems, Banking Applications (Online & Core Banking Systems), Windows Server

Ardra Design Studio - Hyderabad, India   **Jun 2019 - Aug 2020**
Software Developer

- Designed and developed web-based applications to automate internal business operations, improving workflow efficiency by 30% and reducing manual errors.
- Collaborated with stakeholders to gather requirements, design data models, and create technical specifications, ensuring alignment with business goals.
- Built and maintained database-driven systems using HTML, CSS, JavaScript, and SQL Server, enhancing application performance and data accessibility.
- Conducted API testing and debugging to ensure seamless integration between client interfaces and backend services.
- Implemented version control and documentation best practices to support scalable development and team collaboration.
- Partnered with QA teams to execute test cases, fix bugs, and ensure production readiness through iterative releases.

Key Achievements:
- Improved process automation by 30%, enabling faster project delivery and reduced operational costs.
- Designed modular code components that were reused across three internal applications, reducing development time by 25%.

Environment: HTML, CSS, JavaScript, SQL Server, Python, REST APIs, Git, Visual Studio Code, Jira

PROJECTS

AI-Enabled Staffing Portal – PamTen (2025)
- Authored BRDs, FRDs, and workflows for 10+ modules, including fraud detection, resume standardization, candidate-job matching, and recruiter dashboards.
- Facilitated sprint planning, backlog grooming, and requirement workshops, ensuring clear traceability from user stories to deployment.
- Collaborated with developers on API integration requirements, aligning technical designs with business goals.
- Delivered executive presentations and live demos, improving stakeholder confidence and accelerating adoption of the platform.

Key Achievement: Enhanced transparency and reduced fraud risk by enabling AI-driven validation of candidate credentials.
Environment: Jira, Azure DevOps, SQL Server, Spring Boot, Google Cloud Storage, Lucidchart, MS Visio

Uber Ride Allocation Optimization - Academic Project (2024)
- Collected and cleaned historical ride and driver datasets, performing SQL-based profiling to identify gaps, anomalies, and demand trends.
- Applied regression models in Python to forecast peak demand periods and recommend predictive allocation strategies.
- Built Power BI dashboards to visualize allocation delays, driver utilization, and rider demand across different regions.
- Conducted what-if scenario analysis to evaluate improvements in dispatch efficiency, reducing assignment lag by 12%.

Key Achievement: Improved allocation efficiency by 12%, directly addressing bottlenecks in the dispatch model.
Environment: SQL, Power BI, Python (Regression Models, Pandas, NumPy), Excel

Online Retail Management System (2019)
- Designed and developed a web-based application to manage retail operations, including inventory, billing, and customer records.
- Gathered requirements from potential users and documented them as use cases and workflows.
- Built front-end modules using HTML, CSS, and JavaScript, and connected them to a MySQL database for transaction management.
- Implemented SQL queries for inventory tracking, sales reporting, and customer analytics, providing data-driven insights for retail decisions.
- Conducted system testing, bug fixes, and user acceptance testing (UAT) with faculty and peer reviewers to ensure reliability and usability.

Key Achievement: Delivered a fully functional application adopted as a demo model by the department for subsequent student training.
Environment: HTML, CSS, JavaScript, MySQL, PHP, MS Visio, Lucidchart

EDUCATION

Master of Science: **Business Analytics**   **Dec 2024**

University of New Haven - CT

Bachelor of Science: **Computer Science Engineering**   **May 2019**

Mewar University - India