SARAH TABASSUM

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SUMMARY

Technical Analyst with 5+ years of experience across business analysis, data analytics, and marketing insights, supporting technology-driven and customer-facing platforms. Specialized in requirements documentation, SQL-based analysis, dashboard development, and performance reporting to enable data-driven decision-making, operational efficiency, and measurable business impact.

SKILLS

Software Development: Python, REST APIs, JSON, Git and GitHub, Debugging and Troubleshooting, Unit Testing Concepts, Automation Scripts, SDLC, Basic HTML, CSS, JavaScript, Azure DevOps, Application Performance

Business Analysis: BRD, FRD, FSD, RTM, User Stories, Functional Specifications, Process Flows, Business Process Documentation, Requirements Elicitation, Data Mapping, UI and Workflow Documentation, Application Lifecycle Management

Data: SQL (Joins, Complex Queries, Data Validation), Advanced Excel, Power BI, Data Modeling, Dashboard Development, KPI Design, Source-to-Target Mapping, Snowflake, Machine Learning (Foundational), Performance Reporting

Marketing and Insights: Test Script Development, Marketing Analytics, Campaign Performance Analysis, Customer Segmentation, Trend Analysis, Growth and Conversion Reporting

Tools: Power BI, Lucidchart, Visio, Jira, Confluence, ServiceNow, n8n Workflow Automation

Methodologies: Agile Scrum, SDLC, UAT Planning & Execution, Test Case Design, QA Collaboration, SLAs

Other Tools: R, D365, Microsoft Office Suite, Microsoft Teams, SharePoint, Workflow Automation Tools, Cloud-Based Collaboration Platforms, Miro, Figma

EXPERIENCE

PamTen Inc. — Remote, USA
Business Analyst — January 2025 - Present

- Led requirements gathering with business, compliance, and risk teams for an AI-enabled fraud detection and identity verification platform, producing BRDs, FSDs, data mapping documents, and process flows aligned to fraud management policies.
- Designed end-to-end fraud workflows, alerts, scoring logic, and case-handling processes in Lucidchart and Visio, improving fraud detection accuracy by 25% and reducing manual investigations by 35%.
- Conducted data profiling and SQL-based validation to support fraud rule configurations, identify anomalies, and ensure correct data flow across modules.
- Developed n8n workflow automation to orchestrate multi-step fraud checks, rule-based triggers, and data verifications, improving workflow reliability and reducing false positives.
- Collaborated with engineering teams on solution design, API configuration, and rule logic translation, ensuring accurate implementation of business and compliance requirements.
- Directed UAT cycles by creating test scripts, test cases, and validation scenarios, ensuring 100% sign-off for fraud detection and ATS components.
- Built Power BI dashboards for fraud-risk KPIs, alert volumes, and performance trends, increasing visibility for compliance and leadership teams by 40%.

Amazon Development Center — Hyderabad, India
Business Analyst — June 2022 - September 2023

- Analyzed customer behavior, support workflows, and escalation patterns using SQL and data analysis, identifying anomalies and high-risk transaction patterns that improved issue resolution accuracy by 22%.
- Created rule-based logic, user stories, and acceptance criteria for workflow enhancements and compliance-driven process improvements.
- Built dashboards to monitor SLA adherence, escalation risks, and defect trends, reducing manual data consolidation effort by 35% and improving detection of recurring patterns.
- Conducted root-cause analysis and collaborated with engineering teams to enhance system logic, reducing repeat issues by 18% and improving platform reliability.
- Supported UAT by designing test cases, validation scripts, and traceability matrices for process and rule changes impacting customer security.

Technical Support Associate — September 2021 - June 2022

- Provided Tier-1 and Tier-2 technical support for customer-facing applications, ensuring SLA compliance and production stability.
- Debugged application issues by analyzing logs, API responses, and system behavior; validated defects using Jira and ServiceNow.
- Collaborated with engineering teams to reproduce bugs, document root causes, and support development fixes in Agile environments.
- Standardized troubleshooting procedures and authored technical SOPs and knowledge articles, improving resolution consistency and onboarding efficiency.

Synchrony Financial   Hyderabad, India
Technical Support - Process Analyst   September 2020 - September 2021
- Supported enterprise financial applications by diagnosing platform and account issues and performing root cause analysis on recurring defects.
- Analyzed incident trends using Excel and SQL, improving first-contact resolution accuracy and system reliability.
- Implemented process improvements based on RCA findings, reducing repeat incidents and improving operational consistency.
- Created and maintained SOPs, process maps, and technical documentation to standardize workflows.
- Coordinated with technical teams to schedule fixes, validate resolutions, and support stable releases.

Ardra Design Studio   Hyderabad, India
Software Developer   June 2019 - August 2020
- Developed and tested backend application features using Python, REST APIs, and modular design principles.
- Translated functional requirements into technical tasks and contributed to backend logic and data handling.
- Implemented data validation and error-handling mechanisms to improve application reliability and robustness.
- Debugged production issues and optimized application performance for improved response times.
- Supported UI component refinement and API integration to enhance overall user experience.

EDUCATION

Master of Science, Business Analytics   December 2024
University of New Haven   Connecticut
Relevant Coursework: Data Analytics, Business Intelligence, Marketing Analytics, Predictive Analytics, Database Management, Data Visualization

Bachelor of Technology, Computer Science Engineering   May 2019
Mewar University   India
Relevant Coursework: Data Structures and Algorithms, Database Management Systems (DBMS), Operating Systems, Software Engineering, Object-Oriented Programming (Java/C++), Web Technologies, Computer Networks, Systems Analysis and Design, Discrete Mathematics

PROJECTS

AI-Enabled Staffing Portal | PamTen   May 2025 - Present
- Conducted end-to-end business and data analysis across 10+ hiring modules, improving process transparency and reducing manual screening effort by 35%.
- Led backlog refinement, sprint planning, and UAT preparation to strengthen requirement clarity and accelerate stakeholder adoption across product and engineering teams.
- Designed reporting workflows and executive dashboards that enhanced decision visibility by 40% and aligned technical delivery with business goals.
Tools: Power BI, Azure DevOps, SQL, Miro, Excel

Uber Ride Allocation Optimization | University of New Haven   December 2024
- Analyzed historical ride and driver datasets using SQL and data profiling to uncover demand patterns, allocation gaps, and service bottlenecks across regions.
- Applied regression analysis in Python to forecast peak demand periods and optimize driver-rider matching, reducing allocation lag by 12%.
Tools: Python, SQL, Pandas, NumPy, Excel, R, Power BI