

RIYAA SINGH

BUSINESS ANALYST



+91 96253 28752



riyaasingh.0131@gmail.com



[LinkedIn Riya](#)



Mohali, Punjab

Education Background

Chandigarh Group Of Colleges

Bachelor of Engineering in Computer Science and Engineering (CGPA: 7.13)

May 2021

Mohali, Punjab

Profile Summary

Detail-oriented Business Analyst skilled in **SDLC**, **Agile**, and **Waterfall** methodologies. Proficient in requirement **elicitation**, **impact analysis**, and translating complex business needs into actionable user stories and acceptance criteria, improving **project clarity** by **30%**. Experienced in **Power BI**, **Advanced Excel**, **SQL**, **CRM** software, and tools like **Kanban**, **JIRA**, and **Balsamiq**. Certified with **IIBA Entry Certificate in Business Analysis (ECBA)**, with expertise in Agile practices such as Daily **Scrum** and Iteration Planning. Strong in data analysis, **cross-functional** collaboration, and documentation, including **BRDs** and **FRDs**, to ensure alignment with stakeholder goals and enhance user experience.

Core Competencies

- SDLC (Software Development Life Cycle), Waterfall Methodologies and Agile Methodologies
- Agile Practices – Daily Scrum, Iteration Planning, Retrospective, Review
- Skilled in Power BI, Advanced Excel, SQL, and CRM software, Kanban, JIRA, Balsamiq,
- Organisational skills, critical thinking, agile methodologies, data analysis, and professional communication.

Professional Work Experiences

Associate Business Analyst - [Poplify](#)

Feb 2024 – Sept 2024

Key Responsibilities: -

- Facilitated over 50+ requirement-gathering sessions, translating business needs into 100+ user stories and acceptance criteria, which increased project clarity by 30%.
- Conducted comprehensive industry research, analysing market size and trends to provide data-driven insights that contributed to 15% improvement in strategic decision-making processes.
- Managed project lifecycles from initiation through to delivery for 10+ projects, ensuring timely, quality outcomes that met business goals within a 5% variance of project timelines.
- Developed detailed documentation, including BRDs, FRDs, and 100+ user stories, supporting clear and concise communication across cross-functional teams.
- Worked within an Agile Scrum environment, breaking down complex requirements into 50+ epics and user stories to maintain workflow efficiency.
- Defined and implemented over 75+ test scenarios, collaborating closely with QA teams to ensure all user stories were rigorously tested and aligned with business goals.
- Validated core functionalities, such as user authentication, group communications, and payment transactions across web platforms, achieving a 98% compliance rate with business requirements and optimizing user experience

Business Analyst Apprenticeship- [GrowMe Organic Pvt. Ltd](#)

May 2023 – Jan 2024

Key Responsibilities: -

- Conducted market research and evaluated over 10+ industry trends quarterly, recommending data-driven solutions that increased alignment with market demands by 20%.
- Analyzed client feedback from 100+ surveys, identifying improvement opportunities and recommending changes that boosted client satisfaction ratings by 15%.
- Gathered and documented business requirements for 5+ projects, contributing to BRD, FRD, and Due Diligence documentation, enhancing project clarity by 25%.
- Developed over 30 wireframes, mockups, and UML diagrams using Balsamiq, effectively supporting design processes and reducing project iteration time by 10%.

Key Responsibilities: -

- Conducted outreach to schedule over 50+ product demonstrations monthly, identifying high-potential clients and establishing strong client relationships, resulting in a 20% increase in engagement rates.
- Assessed and aligned customer requirements with targeted product solutions, contributing to a 15% improvement in sales conversion rates and boosting customer satisfaction scores by 25%.
- Adapted strategies to shifting market conditions, supporting lead generation initiatives that consistently met or exceeded monthly objectives by 10%.

Projects Accomplishment

- **Community Platform:** Enabled new parents to receive responses within 20 minutes, enhancing engagement and integration. Grew the platform with 1,500 new members and onboarded 50 new schools in last quarter.
- **Voice-to-AI Platform:** Increased user engagement significantly within 2-3 months by enabling efficient story generation and insights. Key features included voice-to-text transcription and system performance analysis, facilitating seamless content creation.
- **Mobile App & Event Platform:** Integrated group chat, voice notes, and event management features. Post-enhancement, user engagement doubled from 20,000 to 40,000 messages per week, fostering connections around shared interests.
- **E-commerce Features:** Increased order conversion by 25% and cart size by 60%, leading to higher average order value. Customer retention improved by 15%, driving repeat purchase

Certifications Accomplished

- Successfully certified in IIBA Entry **Certificate in Business Analysis (ECBA)** from **Exam Prep**.
- **From Excel to Power BI** by Knowledge Accelerators: Gained expertise in Power BI for data visualization, DAX formulas, data transformation, and real-world project application
- Completed the '**Successful Negotiation: Essential Strategies and Skills**' course by the University of Michigan, covering negotiation strategies, analysis, psychological tools, and practical negotiation practice.
- Certified in **Business Intelligence Using Power BI** by Skill Nation, mastering data visualization, DAX formulas, and Power Query for advanced data analysis.
- Certified in **Career Essentials in Business Analysis** by Microsoft and LinkedIn.

Date: May, 2025

Signature

Place: Mohali, Punjab, India

RIYAA SINGH