

Parthasarathy Murugesan

BUSINESS ANALYST

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SUMMARY

Experienced Business Analyst with 2 years specializing in process improvement and requirement gathering. Skilled in translating business needs into technical solutions and collaborating with cross-functional teams. Responsibilities include gathering requirements, analyzing workflows, and ensuring efficient project execution. Dedicated to driving process improvements and contributing to organizational success.

Seeking an opportunity to leverage my skills in product strategy, Agile methodologies, and customer-centric approach to contribute to the growth of a company

SKILLS

- Requirement Analysis
- Agile Methodologies (Scrum, Kanban)
- Product Management Tools (Jira, Confluence)
- User Acceptance Testing
- Documentation (BRD, FRD)
- Data Analysis (Excel, Power BI)
- SQL

EXPERIENCE

Business Analyst

Novac Technology Solutions *Jul 2022 - Dec 2024*

Shriram Life Insurance

- Led the end-to-end product development lifecycle for digital platforms, including the Website, CRM, Insurance, and Cross-sell Products for Shriram Life Insurance and Shriram Finance.
- Partnered with product managers and business leaders to align on the product vision and strategy, that effectively supported customer needs and met business objectives.
- Developed clear and actionable user stories and in collaboration with design and engineering teams, ensuring efficient delivery and validation.
- Successfully delivered features and enhancements, actively participated in Agile ceremonies (sprints, stand-ups, planning, and reviews) to drive high-quality product outcomes and meet customer expectations.
- Managed an organized and prioritized development backlog to streamline team efforts and maintain focus on key deliverables.
- Spearheaded the launch of the Life Insurance Website and CRM platforms, achieving a 50% increase in user acquisition and a 30% rise in monthly policy conversions.
- Oversaw and conducted User Acceptance Testing (UAT) for feature/product releases, securing sign-off from management and product teams, ensuring readiness for successful deployment.
- Engaged with stakeholders to manage expectations, resolved product-related issues, and ensured timely and effective product delivery aligned with stakeholder needs.

Shriram General Insurance

- Managed the product development lifecycle for multiple digital platforms, including the Website (B2C), CRM (B2B), Broker Portal, and Cross-sell Journey for Shriram General Insurance.
- Delivered a B2C Website targeted at end users and a B2B Broker Portal for external partners such as Muthoot Finance and Way2Wealth, enhancing access for external companies and aggregators.

- Spearheaded the Cross-sell Journey for two-wheeler insurance, allowing customers who purchased two-wheeler loans from Shriram Finance to access relevant insurance offers, broadening customer engagement.
- Conducted all key product management activities, including creating user stories, managing the backlog, and coordinating UAT and sign-offs for each release.

PROJECTS

Shriram Life Insurance website revamp (B2C)

Business Analyst

Technologies Used: Drupal (Custom CMS), SEO Optimization, Performance Optimization

- Led the development of a **custom CMS using Drupal**, ensuring greater control and flexibility compared to vendor-based solutions.
- Enhanced website **performance**, improving **desktop scores from 35-45 to 70-80** and **mobile scores from below 35 to 60-70**.
- Implemented **SEO best practices**, achieving an **SEO score of 90+** through optimized meta descriptions and titles in collaboration with the digital marketing team.
- Focused on **user experience improvements**, making information more accessible and navigation more intuitive.

CRM for Shriram Life Insurance (B2B)

Business Analyst

Technologies Used: CRM, AMEYO (Dialer Integration), Payment Gateway Integration (Paytm, Techprocess)

- Served as a **Business Analyst** for the **CRM platform** used by call center agents to convert incoming leads into potential customers.
- Led the **integration of AMEYO**, an external dialer application, automating outbound calls and improving agent efficiency.
- Integrated **payment gateways (Paytm, Techprocess)** into the CRM, enabling seamless customer payments.
- Streamlined operations by **combining call center agents, the quality control team, and the issuance team**, improving cross-functional collaboration.
- Drove **process improvements**, optimizing workflows and enhancing the overall effectiveness of customer interactions.

EDUCATION

MBA

Thiagarajar School of Management *Jul 2020 - Apr 2022*

CGPA - 7.35

Bachelor of Computer Application

Thiagarajar College of Arts *Jul 2017 - Apr 2020*

CGPA - 8.0