

Appala naidu Kolli

MCA | Business Analyst | GS1 Standards | IKEA Supply



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PROFILE SUMMARY

- ❖ Insight-driven Business Analyst with 9 years of experience within **IKEA** Range & Supply chain development. Skilled in bridging business needs and technical execution through data-driven analysis, requirements management, and process optimization. Experienced in enabling traceability, compliance, and data quality across digital product lifecycles, ensuring alignment with IKEA's digital transformation and future operating model. Adept at converting complex business needs into actionable, value-driven digital solutions using UX, AI, and Agile delivery. Proven collaborator across global, cross-functional teams delivering measurable business value and operational excellence.

EDUCATION

- ❖ MCA(Master of Computer Applications) from Andhra University, Visakhapatnam, in 2016.

CERTIFICATIONS

- ❖ BDA Introduction to Business Analysis_Foundation
- ❖ GS1 standards in supply chain management.
- ❖ Certified Scrum Master
- ❖ Technology : Generative AI Foundation Curriculum
- ❖ Retail : Foundation Certificate in Retail Operations

WORK EXPERIENCE

TCS Sverige || Since May 2023 || Älmhult
Business Analyst || IKEA || Supply Chain Development

Business Analysis & Documentation

- Investigated cross-functional business areas to identify opportunities for **GS1 standards adoption**, data harmonization, and traceability improvement,aligning with strategic direction.
- Conducted in-depth analysis of key sustainability and trade legislation including **EUDR (EU Deforestation Regulation)**, **CBAM (Carbon Border Adjustment Mechanism)**, and **Digital Product Passport (DPP)**. Prepared case study documentation evaluating IKEA's current compliance readiness, assessed data availability and traceability gaps, and provided strategic recommendations to strengthen end-to-end compliance and reporting capabilities.
- Created clear, structured documentation outlining business insights, consequence Analysis, decision points, and roadmap recommendations for stakeholder alignment, ensuring clear communication.
- Extracted and analysed data from IKEA's key business databases to uncover actionable insights; created visualizations, charts, and structured documentation to support strategic decision-making and business analysis.
- Collaborated with product and digital teams to translate business and legal requirements into measurable, testable user stories for digital product development, supporting the software lifecycle.
- Engaged with stakeholders to understand business requirements and translated them into data-driven analysis and strategic recommendations, demonstrating strong analytical skills.

Key Achievements:

CORE COMPETENCIES

- ❖ Business Analysis & Requirements Management
- ❖ Traceability & Compliance (GS1 / GDSN)
- ❖ Data Analysis & Visualization (Power BI, SQL, Excel Advanced)
- ❖ Requirements Analysis & Documentation
- ❖ Stakeholder Management & Communication
- ❖ Business Process Investigation & Capability Modelling
- ❖ Strong knowledge of IKEA business processes & Procurement Development.
- ❖ Change Management & Consequence Analysis
- ❖ Agile Delivery (Scrum, Kanban, SAFe)
- ❖ UX & AI-driven Solution Design
- ❖ DevOps & Continuous Improvement Practices

TECHNICAL PROFICIENCIES

- ❖ **Data & Analytics:** Power BI, Excel,(Advanced)
- ❖ **Databases & SQL:** Oracle, PostgreSQL, PL/SQL
- ❖ **Programming:** SQL, Python, C#.NET
- ❖ **Tools:** JIRA, Confluence, ServiceNow, ER Studio, Splunk
- ❖ **Collaboration:** Miro, Figma, Azure DevOps, Git

- Recognized as a Top Performer for GS1 GTIN integration and compliance traceability enablement.
- Built interactive Power BI dashboards visualizing compliance KPIs and sustainability metrics used in traceability governance reviews.



WORK EXPERIENCE

TCS Sverige || April 2017 – April 2023 || Älmhult & Chennai

DevOps Engineer / SLA Lead || IKEA || Range

Application Management & Support

- Led support and development for 40+ IKEA core business applications, ensuring SLA adherence and acting as the primary point of contact for stakeholders and cross-functional teams.
- Managed incident, problem, and change processes by resolving application issues, conducting root cause analysis (RCA), and implementing preventive measures. Developed, troubleshooted, and resolved bugs across ASP.NET, .NET Core, PLSQL, and PostgreSQL-based business applications, ensuring a stable and optimized production environment
- Developed scalable microservices in C#/.NET Core with seamless Azure cloud integration.

Performance improvement & Automations

- Set up and managed application availability and health monitoring using Splunk, AppDynamics, and Catchpoint; developed performance dashboards and automated alerts to proactively identify issues and ensure optimal system reliability.
- Automated frequent user requests using a **Service Request Engine**, reducing lead time **20%** and saving **€100K** annually.
- Recognized with the **Contextual Master Award** for proactively identifying a critical flaw in the application's recommended sale price calculation logic. Designed and implemented an automation solution that corrected the issue and prevented future occurrences, resulting in a business savings of over **€2 million**. The initiative demonstrated strong analytical thinking, technical execution, and business impact.

Team collaboration & Stakeholder collaboration

- Successfully led the **migration** of IKEA's largest database system from Oracle 12c to 19c, coordinating with over 20 cross-functional teams to plan and execute a seamless transition. Oversaw all phases of the migration—including impact analysis, scheduling, testing, and deployment ensuring minimal disruption to business operations. Received **client appreciation** for delivering the project on time with high quality, operational stability and traceability.
- Served as **SLA Lead** for a team of 7 members, overseeing daily operations, ensuring adherence to service level agreements, and driving incident resolution and change management processes. Coordinated task assignments, monitored KPIs, and acted as the primary liaison between technical team and stakeholders to ensure timely delivery and alignment with business expectations, demonstrating ability to lead and strong communication skills.



Achievements

- **tcsAI Spark, TCS Innovation Awards** – recognition for identifying an **AI-driven** business use case and proposing an effective solution approach.
- **On the spot award 2025, 2024, 2023, 2022, 2017** – Awards for Excellence
- **Contextual master award** – For a business-critical automation development.

PERSONAL DETAILS

- ❖ **Date of Birth:** 15th May 1992
- ❖ **Languages Known:** English, Telugu
- ❖ **Address:** Malmö, Sweden
- ❖ **Linked profile:** <https://www.linkedin.com/in/appalanaidu-kolli-791917249/>
- ❖ **Hobbies:** I love sports. I play badminton, cricket, table tennis