Name- Deepika Gupta
Business Analyst

CONTACT DETAILS

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CORE COMPETENCIES

- Business Analysis Planning & monitoring
- Elicitation & Collaboration
- Requirement Life Cycle Management
- Strategy Analysis
- Requirements Gathering
- Requirements Analysis & Design Definition
- Solution Evaluation

TECHNICAL SKILLS

- Design tools: MS Visio
- Prototyping: Balsamiq & Axure
- Project Management tools: Jira
- Database: SQL
- Documentation tools: MS Office Suite
- Reporting tool: Power Bi, Tableau

DOMAIN KNOWLWDGE

- Finacle
- CRM
- LMS

CAREER OBJECTIVE

A Dedicated and hard-working business analyst willing to redefine the career trajectory from banking into a new domain to help the company to new height & to gain expertise in Business Analysis. Have overall experience 9.5 years of banking industry of which as a Business Analyst for **5 years.**

PROFILE SUMMARY

- **Business Analyst** for two main **banking** application. Skilled in SDLC in **SDLC** Models (i.e., **waterfall and agile**)
- Proficient in **Waterfall** model: **Requirements Gathering** through various **Elicitation Techniques**.
- Experienced in translating **BRD** into **FRD** and requirements tracking through **RTM**. Well-versed with **UAT** & handling **change requests**.
- Expert in **Agile scrum**: Creation of **user stories, sprint** and **product backlogs**, conducted various **sprint meetings, sprint** and **product burndown charts**, ensured **DOR** and **DOD** checklist.
- Lead and manage **ERP projects** with a goal to deliver projects on- time, on-budget and with expected quality
- Experienced in handling Sales, Marketing & Branch Operations - like Account Opening, taking Deposits, lending Loans, providing Locker facility, Customer Relationship Management and handling of all Customer Complaints.
- Collaborate with project team and assist in **Power Point presentation** and **Excel** model addressing client specific business issue.

WORK EXPERIENCE

GUPTA PLAST & ENGINEERING   (AUG 2021-Till Date)

Role: Business Analyst
Project 1: Improvement in Performance of Company by ERP application

Roles and Responsibilities

- Analyse and **identify gap** to determine software feature requirement by collaborating with client to provide solution to their problem.
- Developed and **implemented strategies** to update the company's ERP systems, resulting in improved system efficiency and cost savings
- Led the design and enhancement of the company's ERP system with monitored cost parameters and budgets for ERP projects.
- Establish and maintain effective relationships with clients and vendors.
- Troubleshoot issues with ERP systems and resolve technical problems.
- Maintained **Project documents** for **Change Request** and implemented procedure for testing changes.
- Train the team on the newly on boarded product and create assessments to identify the learning and Knowledge gaps. Develop and implement ERP **training programs** for quality staff, marketing staff and new joiner.
- Have monthly technical discussions with teams to avoid knowledge gaps.
- Work on **feedback** incidents from clients.

AXIS BANK   (APR 2018 –JAN 2019)

Role: Business Analyst
Project 2 Tracking of Deliverables through DMP application.

Roles and Responsibilities

- Interacted with the stakeholders and gathered requirements by using various **elicitation techniques**.
- Created user stories with appropriate acceptance criteria with the assistance of the Product Owner. Added **user stories** into **product backlog** using the **JIRA** tool.
- Prioritized and validated the requirements using **Moscow** and **FURPS** technique, added **user stories** to **sprint backlog** based on prioritization order.
- Collaborated with Product Owner and Scrum Master for **BV** and **CP**. and assisted the Product Owner for the creation of **DOR** and **DOD** checklist.
- Participated in **sprint ceremonies** to remove **road blocks** in the project.
- Generated **Sprint, Product Burn down/Burn up charts** to track the project progress.
- Participated in product planning and **UAT** to successfully deliver each sprint component.
- Providing **training** to new bank personnel.
- Suggested the right banking products suitable to the customers thereby the interests of the customers.
- Ensuring that customer centric experience so that they don't have to wait in queue while receiving article from bank.

ICICI BANK (**NOV 2012-MAR 2018)**

Designation: Deputy Manager
Role: Business Analyst
Project 3: Migration of Customer service to CRM application

Roles and Responsibilities

- Conducted **Enterprise Analysis** and under the assistance of a senior BA in creating a Business Case Document, conducted **Stakeholder Analysis,** and prepared **RACI Matrix.**
- Used **Gap Analysis** to upgrade **CRM application** from current state desired future state.
- Actively conducted **SWOT analysis** for CMS to know the bank's strengths, the opportunities in the market, where the bank is lagging & to stay ahead of recent market trends
- created Gathered requirements from business heads using **Elicitation Techniques** and a Business **Requirements Document (BRD).**
- Translated **BRD** into **Functional Requirements Document (FRD),** Collaborated with the technical team, and prepared **SRS Document.**
- Created and maintained **RTM** throughout the project.
- **Authorized** all cash transactions, passed cheques, issued Demand Drafts, Bankers Cheques & **approved** new current and savings accounts after thoroughly verifying KYC and bank norms.
- Resolved customer complaints using **Root-Cause Analysis** to find a permanent solution to the problem. Improved customer relationship with the bank by **lending gold loans** basing on the customers' eligibility, needs & bank norms.
- Delivering day to day solutions to clients using special banking software's such **as Finacle I-core version 7x, Finacle 10x, retail FCRM, IT helpdesk, I-sense, sales force automation (SFA), Fx online (foreign exchange online).**
- Adhering & implementing KYC and AML procedure /policies as per banking standard