**POOJA MALIK DAID**

**Business Analyst | Product Owner | Certified Scrum Product Owner® (CSPO®)**

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# SUMMARY

**11+ years experience in Information Technology** transitioning from Software Developer to Business Analyst/ Product Owner.

* Strong experience with domains like E-commerce(B2B and B2C), Mobile Apps (iOS & Android), Education K12, Learning Management Systems(LMS), ERP(Netsuite & SAP), Retail, Finance, SaaS-based projects and website development. Experience with various technologies such as Microsoft .Net, SQL Server, HTML, Open Source Languages like PHP, Magento, Python, MS Access, Salesforce, and several third-party integrations using API.
* Experience in Waterfall & Agile methodologies. Experienced with SDLC phases such as planning, design, coding, testing, and deployment along with Product Development life cycle (PDLC) phases such as market research, product planning, and marketing.
* Experience in managing the backlog, creating & updating the user stories, spikes & UAT defects
* A self-motivated, detail-oriented, technical individual with project management, business requirement gathering skills and Software Development Life Cycle (SDLC) / Project life Cycle knowledge.
* Determined & energetic with a strong enthusiasm for quick learning to grasp and adapt the project process and domain. Experience in retrieving data & creating various reports for analyzing.

# SKILLS

| * Technical Documentation | * Analysis & Software Design | * Teamwork & Problem Solving |
| --- | --- | --- |
| * Process Improvement | * Software Maintenance | * Time & Change Management |
| * Relationship Building * User Acceptance Testing (UAT) | * Agile & Waterfall Methodologies * Software Development Life Cycle | * Project Tracking & Reporting * Data Analysis/ Implementations |

# TOOLS/ SOFTWARE

| * MS Office & G Drive | * SharePoint | * Cloud Tools | * SQL Server |
| --- | --- | --- | --- |
| * Smart Draw | Balsamiq | * Jira, Slack & Confluence | * Azure Server | * Dot Net Framework |
| * Magento | Adobe | * Basecamp & Asana | * AWS Server Manage | * MS-Access |
| * Visio Diagram Tool | * Power BI & Tableau | * Google Analytics | * Mobile Apps |

# PROFESSIONAL EXPERIENCE

**United States of Tennis Association - USTA**(New York City, NY, USA) **Jun 2022 to July 2023**

**Agile Business Analyst/ Product Owner**

Project Name: **USTA Tennis App** (iOS followed by Android Mobile App)to Find and Track Your Tennis!!!

**Description**: Find and Track Your Tennis!!! The USTA Tennis app connects players of all skill levels, abilities, and ages to the tennis court. Stay up to date with all of your ratings and USTA rankings while finding your next tournament, tennis team, tennis coach, or event. Looking for a place to play? We have you covered. So what are you waiting for? Grab a racquet and get out and play.

* Manage your USTA Account including tennis profiles for you and your family
* Easily bring up your USTA ID Number
* View and track your USTA NTRP Rating, USTA Rankings, and ITF World Tennis Number all in one place.
* See your latest results in USTA-sanctioned leagues, tournaments, and events.
* Search and scout your local tennis community. Find players, see their results, view national rankings, and more.
* Find local tennis programs and camps, upcoming tennis tournaments, and a local USTA League team to join.
* Check and manage your tennis calendar including tournaments you’ve registered for and upcoming league matches
* Use the USTA Tennis app to access features on TennisLink including reporting USTA League scores, managing tennis teams, and using the USTA NTRP self-rate tool.

**Technologies**: Mobile Applications, Jira, Slack, Confluence, Azure DevOps, Power BI

Roles & Responsibilities

* Researched on the project charter requirements; created the user stories within confluence and linked them to Jira. If needed, was responsible for collating the backend information from Hybris in an agile environment.
* Responsible for creating the use cases and user personas, flow chart, process flow diagram for the digitalization and other functional diagram as needed using visio.
* As an agile business analyst and product owner took the lead on scrum ceremonies like backlog refinement and sprint planning, backlog prioritization, severity level requests, issues or any other concerns and was scheduling the meeting with the concerned team.
* Identifying the product vision with the senior management team and helping with Product Roadmap. Being the voice of customers.
* Collaborated with multiple stakeholders and the Senior Digital Product Manager to analyze the requirements and answers to open-ended questions.
* Worked tightly with Dev and QA teams to accomplish the priorities defined as per the product roadmap.
* Collaborated with the Dev & QA teams to develop & accomplish the priorities defined for each sprint. Closely working with QA’s in reviewing the test strategies and test plans to maintain high-quality standards. Answering any ad-hoc user stories-specific questions to ensure successful implementation and user acceptance.
* As the mobile app was pulling the data from multiple websites; I was responsible for fetching the API parameters using Swagger and Postman. Pulling the web services details needed.
* Coordinated with the Google Analytics Team and created the user stories for the dev team to work on.
* Participated in app Go-Live mobile app activities (from cradle to grave) and performed User acceptance testing (UAT) with a larger audience. Monitoring the deployment plan to accomplish the planned activities.
* Coordination with the Salesforce team for email marketing. Evaluating the requirements, business processes of the organizations and analyzing the workflows and areas of improvement. Working to enhance the process and automate the opportunities to optimize productivity and maximize ROI.

**Nestle Purina** (Saint Louis, MO, USA) **Apr 2020 to May 2022**

**Business Analyst cum Product Owner**

Project Name: **JustRightPetFood -** [**http://justrightpetfood.com/**](http://justrightpetfood.com/)is a DTC store (e-commerce B2C) that sells Nutrition Personalized for Your Dog.

**Description**: Just Right Pet Food is a DTC store (E-Commerce B2C) that sells Nutrition Personalized for Your Dog. Simply, take our 5-minute quiz and we'll build a unique blend for your best friend. Customers have a subscription model that can be easily adjusted or canceled any time. Free Shipping with every order along with 100% Satisfaction Guarantee. Quick support from our team of experts.

1. Share your dog's details in our quick quiz.
2. We build your dog's personalized blend and feeding plan.
3. Your dog's food is delivered monthly.

**Technologies**: Magento 2 Store, PHP, Python, CyberSource for credit card payment, Apple Pay, PayPal Express Checkout, Jira, Slack, Confluence, Azure DevOps, Power BI, AdTech

Roles & Responsibilities

* Elicit and effectively carry out the translation of business requirements into epics, and features and churn them down to user stories to satisfy the business requirements.
* Preparing the artifacts like user personas, use cases, flow charts, process flow diagrams to improvise the process and data flow diagrams using the visio.
* Participate in scrum ceremonies like backlog refinement, sprint planning and support prioritization of user stories within the backlog.
* Raising the tickets to Service Now as needed. Also, adding and updating the user stories Azure DevOps for tracking.
* Maintain a well-groomed, prioritized product backlog including new features, defects, and enhancements acting as a Product Owner. Understanding customer journeys and metrics.
* Collaborating with the UX/UI Team in prototyping for further refinement of requirements
* Closely working with the QA team in reviewing and validating the test plan, and test cases.
* Fetching the API details from Swagger and Postman. Expertise in API & third-party integrations plus payment gateways.
* Heavily involved in the UAT and if there is any bug we used to log it and flag it to the management. Providing the UAT sign-off as Product Owner. Involved in the A/B testing scenarios and use case scenarios.
* Prepared the user manual and process flow diagrams(Visio) which helped to train the support team and production team at the factory.
* Creating the subscription model along with the cadence. Customers can cancel the subscriptions anytime.
* Coupon Code Integration on Production which runs for specific intervals and for specific customers.
* Responsible for reconciling the payments for refunds via CyberSource till the page was created for a support team.
* Experience integrating the chat support third party with the store.
* Providing the admin access as per the defined roles after getting approval from authorized members.
* Researched the ratings & review integrations. Trustpilot was integrated which was coupled with Salesforce for sending the emails.
* Reminders emails and other marketing related with set up and sent through Salesforce.
* Conduct meetings & coordinate effectively with the internal & external stakeholders and technical staff.
* Coordinated and validated the order data i.e. (order management and order fulfillment) updated in NetSuite for the finance team.
* Migration from Magento 1 to Magento 2 store and analysis on simplifying the customer journeys.
* Exploring the AdTech journeys that could increase ROI and product value.
* Experienced in Google Analytics information and coordinating with the technical team and GA team to get the GA tags incorporated on the website. Worked on Single Sign On(SSO) tools like Azure, Google and Okta.
* Planning & organinsing the deployment plan and identifying the RACI. Monitoring and testing the deployment plan for the Pre-Live and Go-Live.
* Created end-user training manuals for 80+ employees within the department on how to use the latest technology products.

**NIIT Ltd** (Gurgaon, India) **Jan 2017 to Dec 2018**

**Business Analyst / Assistant Product Manager**

Project Name: **Quick School - ERP for School caters K12 Learning**

**Description**: It is an integrated and comprehensive ‘Education Resource Planning’ software developed specifically for schools catering K12 education. The software is designed for ease of use and developed keeping in mind the requirements of the school management. Quick School ERP functionality spans all departments of the school and allows the schools to manage information on Staff, Students, Examinations, Attendance, Fees, Payroll, Inventory, Transport, Timetable, Library, etc. on a real-time basis.

**Technologies**: Microsoft Framework, **ASP.NET, SQL Server**, Javascript, Crystal Reports, Report Bee, **Payment Gateway Integration, Airpay POS Machine** as Payment gateway integration, REST Web Services, MS Visio, MS Excel and **Sharepoint,** Service Now

Roles & Responsibilities

* Requirements Management - Gathered and managed the functional & technical requirements for various releases.
* Prepared the technical documents i.e. Business Requirements Document (BRD) and functional Requirements Document (FRD), writing the User Stories, Wireframes, User Story Cards, Flow Charts and Database Diagrams.
* Actively working with the Sales team and preparing the flowcharts for better understanding for all the stakeholders.
* Add all the Product Backlog on Sharepoint to discuss and pick the item in the respective release.
* Adding the tickets in Jira and Service Now for support and tracking purposes.
* UAT Support - Performed the User acceptance testing and thereafter shared the UAT Progress Report with stakeholders. I used to help the testing team as well in understanding the requirements.
* Prepared Release Plan and Release Notes Document for all the pre-planned releases.
* Change Management - As it was one code-based solution for many clients, we need to understand and analyze each change request received by the client. The understanding document of the Change request was created → shared with the product owner/ project manager for approval → then sent to the client for sign-off.
* Work closely with Product Owners to discuss the severity level change requests, issues or any other concerns regarding the ERP. In the absence of a Product owner, I was the single point of contact for business stakeholders and technical teams.
* Conduct meetings between client decision-makers and the company’s practice leaders/Principals.
* Worked on Schedule management with the Product Manager and other Project Managers to create and manage timelines for all projects, Project Planning, Tracking, Reporting, and project review meetings.
* Ensure that the Lower Level Document provided by the engineering team meets business requirements. Work with a team to develop proposals that speak to the client’s needs, concerns, and objectives.
* Status Report at program level and to all stakeholders - Communicate/ Acknowledge/ Respond to client’s emails/ messages promptly with duly researched facts and pertinent information/ questions/ clarifications
* Conduct daily status update meetings to inform all team members of project updates.
* Provide and execute a smooth workflow and communication between departments.
* Worked on the workflow management process to automate the process and work effectively.
* Microsoft Azure server for the hosting of the application and AWS for saving the files and images and Microsoft Dynamics CRM 365 Platform for Functional Modules
* Client emails or marketing emails were sent via Salesforce automatically through the job in backend.

App Name: **QS Employee – Android & iOS Mobile App** The app was developed for the management to have a quick analysis from the management perspective. The app used to work with the Quick School ERP and fetches real-time data. It consists of Fee management, Student management, 360-degree student information, and Examination modules. It quickly shows the pictorial and graphical representation with many drill-down reports. This app is live on **Google Play & Apple Store** as QS Employee.

**Technologies**: Microsoft Framework, **ASP.NET, SQL Server**, Xamarin, Javascript, Reporting - Drill down charts for pictorial representations, **Payment Gateway Integration, Airpay POS Machine** as Payment gateway integration, UX/UI Experience, MS Office, MS Visio, Intune and Azure, MS Excel and **Sharepoint**

Roles & Responsibilities

* Prepared the competition analysis report as it had to be created from scratch.
* Researched how to show real-time data of various departments used by schools through the graphical representation of app using the APIs’ and web services.
* Prepared the full scope document of the app containing the wireframes and detailed user output for the final sign-off process. Project kickoff → Requirement Gathering → Analysis → Project Planning → Tracking → Reporting → UAT → App GoLive
* Created and maintained detailed up-to-date project plans and facilitated on-time delivery of deliverables and milestones.
* Participated in getting the designs approved and regularly communicating with the design & development team. Coordinating with the UX/UI team for a better user experience.
* Scheduling the huddle meetings to quickly fix the issues and ensure that all the teams have the same understanding.

Project Name: **Practice Plus(Assessment Engine) for K12 Education** <https://www.niitnguru.com/practice-plus/> **Description**: Practice Plus (E-commerce B2C) is a scientifically designed solution to help each student improve through the methodology of ‘assessment for learning’. It actively engages all stakeholders ranging from students to teachers to parents through a 360-degree online solution with features like a student-practice engine, assessment configurator and detailed analytics that enable students to identify and focus on improvement areas.

**Technologies**: **Open Source PHP, MySql, Magento,** Javascript, JQuery, Report Bee, **Google Charts Integrations**, Payment Gateway Integration, Cloud Server, Learning Management System(LMS), UX/UI Experience, MS Office, MS Visio, GoogleAds, MS Excel and **Sharepoint**

Roles & Responsibilities

* Requirements gathering of the project, understanding, analyzing through client communication.
* Prepared technical documents like Business Requirements Document (BRD), Functional Requirements Document (FRD), and User Requirements. Created the change request document for the internal & external stakeholders.
* Work closely with product owners to discuss the severity level change requests, issues, or any other concerns regarding the ERP.
* Researched various LMS tools as Practice Plus was a customized Learning management tool developed.
* Microsoft Azure server for the hosting of the application and Dynamics CRM Platform for Functional Modules. We used AWS for saving & pulling the files and images on the server.

**KiwiTech Pvt. Ltd.** (Noida, India) **Aug 2016 to Jan 2017**

**Technical Project Coordinator/ Scrum Master**

Project’s Name **Clarify Medical Skin Treatment Mobile App (Health Domain)** - The app enables the patient to schedule treatment times and reminders, take progress photos, and guide the patient through each treatment, step-by-step. It also controls therapy delivery based on the physician’s prescription, adjusts therapy delivery based on treatment progress, and reminds the patient when he or she needs to schedule a follow-up appointment with their physician. The Clarify Home Light Therapy system (embedded system) consists of a lightweight, handheld UVB delivery device with innovative LED technology which is linked to the Clarify App on the patient’s smartphone. The project was done for a US-based client.

Roles & Responsibilities

* Conduct all the Scrum ceremonies for the execution of the project.
* Get the requirements from the Sales Team and start working on the project once the requirements are finalized.
* Prepare the Kick-off deck for internal/external teams and introduce all the team members to the client.
* Circulate a new project launch broadcast within the company so that everyone is aware of which projects are in progress and ready to go live.
* Sprint Planning → Create all the Sprints on the Project Management Tool (Target Process) in sprint zero and align the team.
* User Stories → Discuss about sprint and break the features into each user story. Create the user stories on the tool and align them with team members.
* Conduct daily stand-up/scrum meetings to review the work and avoid any gaps between the teams.
* Perform Timely Release Escalation to showcase the sprint work to the client and update that work on live.
* Create the Release notes and share them with the client once the sprint showcase is completed.

**Meander Software Pvt. Ltd.** (New Delhi, India) **Feb 2015 to Apr 2016**

**Project Manager**

Roles & Responsibilities

* Involved in the complete project lifecycle process from estimating to execution (strategy, inception, budgeting, architecture, development, quality assurance, and delivery).
* Prepare detailed project plans, schedules, budgets and work distribution structure.
* Supervised team through all the stages of the software development cycle. Delegates tasks to team members and monitors work progress.
* Allocating work to the team and execution of the project in the company.
* Focuses IT team on business objectives to ensure that project is completed on time, within budget and as per client’s expectations.
* Experience in leading project teams in a collaborative environment, completing project deliverables per target timelines and requirements.
* Oriented members on Agile and Waterfall project management methodologies.
* Coordinated with the HR department on the recruitment of IT members for projects.
* Stay informed, stay connected & stay updated at all times on the assigned projects
* Discuss issues that are specific to a project/task without personal bouts and attempt to defend.
* Escalate on time without fear or prejudice and be ready with all facts and details
* Microsoft Azure server for the hosting and functional information in Microsoft Dynamics.
* Track the work status in Azure DevOps.

Project’s Name

* **SurveyGizmo API** - To integrate the SurveyGizmo API and dynamically create the survey on the basis of the employee and send the survey dynamically to the subordinates and then collect the responses of the survey. **Technologies**: **Microsoft Dot Net, SQL Server,** Javascript, JQuery, SurveyGizmo API Integration, **Github Repository**, Google OneDrive, MS Office, MS Visio, MS Excel and **Project Management Tool.**
* **Google Compute Engine API** - The scope is to dynamically create/ delete the server at run time using the Google Compute Engine API. **Technologies**: **Microsoft Dot Net, SQL Server,** Javascript, JQuery, Google Compute API Integration, Github Repository, Google OneDrive, MS Office, MS Visio, MS Excel and **Project Management Tool.**
* **Call Tracking Platform using the SIMWOOD API** - Developed a call tracking platform by fetching all the details from Simwood API of the registered number of the companies. **Technologies**: **Microsoft MVC, SQL Server,** Javascript, JQuery, Simwood API Integration, Github Repository, Google OneDrive, MS Office, MS Visio, MS Excel and **Project Management Tool.**
* **Spiro:** [**http://doitbeauty.com/**](http://doitbeauty.com/) **-** E-commerce Website with **Magento and MySql** technologies. Many other Websites with PHP, Open source and Microsoft technologies.
* **Migration** of existing websites to the latest technologies with Magento, Jquery & MySql and Azure.

**Comsoft Consultancy Pvt. Ltd.** (New Delhi, India) **Mar 2011 to Jan 2015**

**Software Developer**

Client Name: **Airport Authority of India**

**Description**: The Project is for the proper handling of the finance department’s work. This system can be used for punching different vouchers, cancellation of wired vouchers and generating reports like Trial Balance, General Ledger, Sub ledger, Bankbook, Cashbook, and other financial reports as per the authority’s requirement. Working on creating the user flows, flow charts and RFP as needed.

**Technologies**: Microsoft Dot Net, SQL Server, Javascript, JQuery, MS Office, MS Visio, MS Excel and **Project Management Tool.**

Client Name: **Department of Industrial Policy & Promotion (With NISG)** http://dipp.nic.in/

Client Name: **Rakam Exports** which is a Web application to maintain Inventory i.e. delivery details of import and export house. Issue buyer order, Purchase order and purchase challan automatically.

**Technologies**: HTML, Client Side Scripting, Javascript, JQuery, MS Office, Technical Documentation, User Flows, RFP’s.

Roles & Responsibilities for all above Clients

* Functionality Analysing and understanding the functionality to be created.
* Creating the RFPs’, Flowcharts and user journeys.
* Writing the Code to develop the feature/ functionality required to be embedded in the existing ERP using the Microsoft environment (ASP.NET 3.5 C#, AJAX, Javascript and SQL Server 2005)

**G-Cell Technologies Pvt. Ltd.** (Gurgaon, India) **Oct 2009 to Mar 2011**

**Jr. Software Developer**

Roles & Responsibilities:

* The very first company of my career where I shadowed many teams to learn and grasp the lifecycle of Software Development.
* Design and write the code to develop feedback collecting information received at the reception. It also has the functionality to generate data using the search function for management needs. It was developed for the Kingdom of Dreams (Client) in Gurgaon, India.
* Learning the database, designing tables and writing the SQL queries and stored procedures.

# PRESENTATIONS/TRAINING

* Presented ERP features and functionalities to the Airports Authority of India Headquartered in Mumbai, India.
* Involved in the Presentation for the Airports Authority of India at Safdarjung, New Delhi.
* Given training to the NIC team in Udhog Bhawan, New Delhi for the DIPP website i.e. for the hand-holding and further changes in the website of the Department of Industrial Policy and Promotion.

# EDUCATION

* Master of Science in Information Technology (MSc IT) from Shobhit University, Uttar Pradesh, India in 2013
* Bachelor of Commerce (B. Com) from Delhi University, India in the year 2011
* Certified Scrum Product Owner (**CSPO**) from Scrum Alliance
* ACCP (**APTECH CERTIFIED COMPUTER PROFESSIONAL**) certificate from APTECH (2007-2010)
* Nursery Teacher’s Training (Diploma) from New Delhi (Govt. of NCT of Delhi) in the year 2006