

# DHIRAJ BAIKERIKAR

## SENIOR BUSINESS ANALYST

Contact No.: - 9699794948

E-mail: - [dhiraj.baikerikar@gmail.com](mailto:dhiraj.baikerikar@gmail.com)

LinkedIn: - [dhirajbaikerikar-22](https://www.linkedin.com/in/dhirajbaikerikar-22)

Address: - Pune, Maharashtra

### Professional Summary

- Experienced Business Analyst and Consultant with 8+ years in Digital Transformation, CRM Implementation (Zoho, Salesforce), and Process Optimization.
- Skilled in Requirements Elicitation, Gap Analysis, AS-IS/TO-BE Mapping, and Stakeholder Engagement to align business needs with technology.
- Strong expertise in Change Management, Risk Assessment, PMO Governance, and End-to-End Project Delivery.
- Proficient in Business Intelligence, Data Modeling, and Feasibility Studies to support strategic decision-making.
- Known for adapting quickly to shifting priorities, evolving requirements, and ensuring quality, timely delivery in dynamic environments.

### Core Competencies

- Business Analysis
- Digital Transformation
- CRM Implementation
- SQL & API Testing
- UAT Strategy
- Agile-Scrum
- Stakeholder Management
- BRD/FSD Documentation
- Process Optimization
- Zoho CRM & Salesforce
- JIRA & Power BI
- Figma Prototyping

### Technical Skills

- Documentation Tools: Office, 365.
- Methodologies: SDLC, Waterfall, Agile-Scrum.
- Project Management Tool: JIRA, MS Project 2016.
- Diagrammatic Tool: MS Visio
- CRM Platforms: Zoho CRM, Zoho Desk, Salesforce
- Prototyping Tool: Moqups, Excel, Figma.
- Visualization Tool: Tableau, AWS Quick Sight, Power BI
- Databases: MS SQL Server (2008 - 2014), Sybase.
- Bug Tracking Tool: Trac, Jira, Service-Now.

### Work Experience

#### Sr. Business Analyst

March 2025 – Present

[Fristine Infotech, Pune](#)

#### Achievements:

- Conducted Requirements Elicitation and Gap Analysis for Salesforce-to-Zoho CRM migration at [Wohr Parking Systems](#), improving lead conversion by 30%.
- Performed AS-IS/TO-BE Process Mapping and developed User Stories and Acceptance Criteria for 5 CRM modules integrated with SAP Cloud.
- Built a custom service portal via Zoho Creator, reducing ticket response time by 40%, managing 15+ Change Requests during UAT cycles.
- Delivered Cost-Benefit Analysis for Zoho CRM and Zoho Desk for [Jio BlackRock](#), automation and implemented dashboards improving transparency by 35%.
- Facilitated PAN India training and post-go-live support with a 95% user adoption rate.

#### Consultant

May 2022 – March 2025

[KPMG India, Mumbai](#)

#### Achievements:

- Managed Requirements Gathering, Project Charters, Dashboard Reports, Feasibility Studies, and UAT execution for 47 enterprise applications at [L'Oréal India](#), achieving 95% defect detection.
- Conducted Risk Assessment and Impact Analysis for CRM integrations and migrations, ensuring system reliability and governance.
- Designed Business Process Models and Requirements Traceability Matrices (RTM) for Agile delivery at [Kirloskar Brothers Ltd](#), improving efficiency by 25%.
- Developed Figma-based UI/UX prototypes for [ONGC and Nayara Energy's Command Control Centre](#), improving operator response by 45%.

- Designed **Figma-based UI/UX prototypes** for **BIAL ticketing system**, improving operator response and passenger processing efficiency
- Created **digital transformation proposals** and roadmaps for **BIAL, TATA Steel**, and **TATA Coal**, supporting modernization initiatives.
- Supported **Metaverse testing** with Meta Quest 2.0 to enhance virtual collaboration within **KPMG's innovation lab**.

**Technical Operations Associate.**

Aug 2017 – May 2022

Dusane Infotech PVT LTD (Valuable Group), Mumbai.

#### Achievements:

- Led **JBoss migration** from **JBoss 5 to JBoss 14 (Wild-Fly)** for **Obiri Lotto**, performing **Risk Assessment** and **Change Management** to ensure zero downtime and **35% performance gain** and integrating **200+ Android terminals**.
- Executed **API testing, SQL validation**, and **Data Modeling** for system upgrades, ensuring compliance and scalability.
- Implemented customized **web and terminal applications** for **Mercury International**, enhancing uptime to **99.5%** and satisfaction by **40%**.
- Developed **UAT test scenarios, Acceptance Criteria**, and coordinated **cross-functional teams**, reducing defects by **25%**.
- Created **BRDs, FSDs, and Process Flow Diagrams** aligned with business objectives and traceable through full project lifecycle.
- Conducted **API testing (POSTMAN)** and **SQL-based functional validation** for **Game-Tec Labs Inc.**, ensuring product stability and compliance.
- Streamlined **Agile sprint management** through JIRA, improving productivity by **30%**, and reduced support queries by **25%** via training and process documentation.
- Delivered **end-to-end SDLC projects** involving **Requirement Analysis, Functional Solution Design, and Process Optimization** for global clients.

## Domain Expertise

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| <ul style="list-style-type: none"> <li>• Manufacturing &amp; Automotive</li> <li>• FMCG &amp; Retail</li> </ul> | <ul style="list-style-type: none"> <li>• Financial Services</li> <li>• Gaming &amp; Lottery</li> </ul> | <ul style="list-style-type: none"> <li>• Oil &amp; Gas</li> <li>• E-commerce</li> </ul> |
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## EDUCATION

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- Bachelor of Computer Applications, Pune Board, 2014.

## Certifications

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- Complete Guide to Power BI for Data Analysts by Microsoft Press, Dec 2024
- Career Essentials in Business Analysis by Microsoft and LinkedIn, Dec 2024
- SQL Essential Training by LinkedIn and NASBA, Nov 2024
- Career Essentials in GitHub Professional Certificate by GitHub and LinkedIn, Nov 2024
- Atlassian Agile Project Management Professional Certificate by Atlassian and LinkedIn, Jan 2024
- Power BI Essential Training by NASBA and LinkedIn, Jan 2024
- Advanced Certified Business Analyst, at Business Analyst Training Institute Feb 22.