Suchita Panchal

Sr. Business Analyst

srp.analyst@gmail.com | 615-243-1470 | Houston, TX, 77054 | www.linkedin.com/in/srp-analyst

Summary

Versatile Business Analyst with **8+ years of experience** with an eye for detail bringing business analysis and analytical processes. I worked in multiple industries/domains throughout the years, including **healthcare, energy, oil, gas, aviation, utilities, insurance,** and many more.

- ✓ Experienced in working with various **SDLC** methodologies including **Agile** and **Waterfall**
- ✓ Extensive knowledge and practical experience in **BRDs** (Business Requirement Documents), **FRDs** (Functional Requirement Documents), **SRS, Features Documentation**, and **User Stories**
- ✓ Optimized system by proactive collaboration with key stakeholders, IT teams, and end-users to identify, evaluate, design, and develop system/procedures
- ✓ Experienced in **Business Process Design, Modeling, analysis, Re-engineering, Requirements analysis/traceability, Use Case Analysis, Release Management, Risk Management,** and more
- ✓ Extensive experience in executing **GAP analysis, SWOT and PESTLE analysis, RCA, Impact Analysis,** and many more to scrutinize business growth opportunities and verify the compatibility of the system infrastructure
- ✓ Used data visualization tools including **PowerPoint Presentation, Excel, Tableau, Power BI**, etc.
- ✓ Expertise in collaboration tools such as **Trello, Jira, Confluence,** and **MS Office applications**
- ✓ Experienced in functional, integration, and regression testing, **UAT** (User Acceptance Testing)
- ✓ Proficient knowledge of **Sprint Planning**, **User Story Pointing/Mapping**, **Burn Down Charts**, and **PI Planning**
- ✓ Experience in using various techniques for requirements elicitation including **Brainstorming, JAD sessions, Job Shadowing, Prototyping, Business requirements/document analysis**

Skills

- ✓ **Methodologies:** Agile/Scrum, Waterfall, Scrum, Hybrid Project
- ✓ **Documentation:** BRD, FRD, SRS, Use Case Diagram, Wireframes, Mockups, UML Diagrams, and others
- ✓ **Project Management Tools:** Trello, Jira, Kanban, Confluence, Release Burndown Charts, Task Board
- ✓ **Visualization Tools:** Excel, Power BI, Tableau, MS Visio, Lucid Chart
- ✓ **Database and data analysis tools**: MySQL, MS Access, Excel, Power BI, Power Query, Python
- ✓ **Tracking Tools:** Rational ClearQuest, JAD, RTM, UAT, SQL
- ✓ **Analysis Skills:** GAP Analysis, RCA, SWOT, Risk analysis, Cost-benefit analysis, and more
- ✓ **Soft skills:** Communication, Analytical, Listening, Negotiation, Problem-solving, Team Management, Leadership, Attention-to-detail

Education & Certifications

B.S. Interpersonal and Public Communication (Mississippi College, Clinton, MS | August 2014)

MBA – Business Analytics, (G.P.A. 3.9/4.0) (North American University, Stafford, TX | December 2023)

Six Sigma Green Belt Certified (LinkedIn, 2023)

Certificate Foundations: Data, Data, Everywhere (Google, 2023)

Automation Business Analysis - Concepts and Principles (Ui Path/IIBA, 2023)

Certificate in Share Data Through the Art of Visualization (Google, 2022)

Top Negotiator of the Year (Mississippi College, 2013)

Professional Experience:
IHG Hotels & Resort
Crown Plaza – an IHG Hotel, India, Sep 2021 – October 2023
Sr. Business Analyst

Crown Plaza – an IHG Hotel is a multinational hotel chain of full-service and upscale hotels. The hotel chain caters to business travelers and addresses the needs of the convention market. The hotel operations are highly associated with conferences, events, and summits with specialized meeting spaces.

Project: Hotel Operations Efficiency Enhancement and Revenue Management

Responsibilities

- ✓ Studied the industry trends and hotel's historic market positions by looking at past STAR reports that helped in drawing insightful outcomes
- ✓ Gathered and analyzed data related to the hotel's day-to-day operations, financial performance, occupancy rates, revenue per available room (RevPAR), and average daily rates (ADR) to identify the business performance and present various infographics that helped in decision-making
- ✓ Commanded effective use of Visual Matrix (Property Management System and Yield Management Software) for the implementation of pricing strategies and inventory management solutions
- ✓ Executed detailed analysis of various reports incorporating but not limited to Weekly and Monthly Smith Travel Report, accounts production, channel production, revenue streams, and many other
- ✓ Liaise with market managers from several Online Travel Agencies (OTA) to manage placement and inventory on OTA's
- ✓ Assisted in forming pricing strategies as per occupancy rates, upcoming major events, and market trends
- ✓ Collaborated with IT teams to design and develop PMS and involved in SDLC, UI/UX, requirement gathering, testing, and other tasks

InterGlobe Aviation Ltd., India, Dec 2020 – July 2021
Sr. Business Analyst

IndiGo is India's largest and most favored passenger airline and amongst the fastest-growing airlines that operates 1900+ daily flights, 80+ domestic destinations, and 30+ international destinations. The company is on a mission to connect the vast and diverse India, supporting social cohesion, mobility, and economic progress.

Project: Passengers Experience and Operational Efficiency Improvements

Responsibilities:

- ✓ Analyzed data related to airline operations, financial performance, inflight team management, and passenger trends
- ✓ Used software tools including MS Excel, and MySQL to recognize relationships among the data and prepared visuals (charts, graphs, histograms, etc.) to understand and interpret the air passengers' data

- ✓ Forecasted and presented reports (on pricing, customer engagement, performance matrix, etc.) to streamline business operations for IndiGo Airlines
- ✓ Executed SWOT, PESTLE, and GAP analysis to identify potential business growth opportunities and minimize risk factors for the client
- ✓ Collaborated with airline executives and other team members to craft different pricing models to drive multiple revenue streams
- ✓ Monitored the top KPIs, analyzed customer metrics, and generated insightful reports to assist in decision-making
- ✓ Collaborated with stakeholders and other teams to articulate performance measures including conversion rate, revenue per booking, customer satisfaction, and many other parameters
- ✓ Worked with IT teams to manage and expand flight management system and actively participated in all the IT tasks including JAD, SDLC, requirement gathering, creating user stories, and many more

Reliance Industries Ltd. (Reliance Petroleum), India Jan 2020 – Dec 2020
Sr. Business Analyst

Reliance Industries Limited is a Fortune 500 company and one of the largest private sectors in India operating in a vast portfolio including petroleum refining, marketing, and new energy. The company is constantly evolving in working upstream and downstream of the oil, gas, and energy segment.

Project: Market Analysis, Pricing Strategy, and Reliability Optimization

Responsibilities:

- ✓ Assisted in crafting pricing strategies for oil, natural gas, and other petroleum products based on market trends, competitive analysis, and production cost
- ✓ Monitored and managed contracts with buyers and suppliers and prepared reports on its impact on the business operations
- ✓ Analyzed cost association with production, drilling, refining, and product distribution based on cost-benefit analysis and formed a strategic plan
- ✓ Recommended technology solutions including an automated tool to monitor supply-chain management and asset management
- ✓ Created various reports/infographics using MS Office, Power BI, etc. to drive insightful strategic actions in the day-in-day-out business operation
- ✓ Created wireframes, diagrams, business requirement documents (BRD), and other strategic plans to design the software application
- ✓ Collaborated with the technical team to explain to them the required features and functionality for the supply-chain management and asset-management application
- ✓ Actively participated in creating a product roadmap aligned with Agile SDLC using sprint planning
- ✓ Used project management tool Trello and tracked, and monitored progress for the application design and development

Aditya Birla Sun Life Insurance Company Ltd, India June 2018 – Dec 2019
Sr. Business Analyst

Aditya Birla Sun Life Insurance Company Ltd offers a range of products across the customer's life cycle, including children's future plans, wealth protection plans, retirement, and pension solutions, health plans, traditional term plans, and Unit Linked Insurance Plans (ULIPs).

Project: Underwriting Efficiency Enhancement and Marketing Strategies Augmentation

Responsibilities:

- ✓ Documented business requirements by collaborating with stakeholders (including underwriters, IT teams, and claim adjusters)
- ✓ Created use cases, wireframes, user stories, and conceptual design models and maintained effective communication among all the team members
- ✓ Used various business analysis tools (RCA, GAP Analysis, CBA, Mind Mapping, etc.) to understand insurance holders' behavior and form strategies to attract new customers. Also, the insights from the business analysis contributed to gain larger customer churn
- ✓ Actively participated in conducting market research, competitive analysis, SWOT analysis, and GAP analysis seeking lucrative changes in the existing insurance Zoho CRM
- ✓ Assisted the technical team in understanding the functional, and non-functional business requirements to implement the required changes and make the CRM more efficient
- ✓ Gathered the customer matrix and presented various infographics that explained the customers' preferences, retention, and satisfaction level
- ✓ Analyzed insurance holders' behavior and preferences using Python and scrutinized cross-selling and upselling opportunities
- ✓ Used project management tools Trello and JIRA to track the overall progress of required changes in the CRM for insurance provider client

GPPL Energy Services LLP, India, April 2017 – May 2018
Business Analyst

GPPL Energy Services LLP is a leading Wholesale Trader and Service Provider of a wide range of Diesel Generator, Load Banks, and Lighting Tower. The client was looking for Mobile application development for a loyalty program as an MVP project.

Project: Loyalty Program Mobile Application Development

Responsibilities:

- ✓ Actively involved in JAD sessions and requirements gathering to develop a mobile application to attract and engage end users to join a loyalty program
- ✓ Designed Use Cases, Business Requirement Documents (BRD), Activity Diagrams, and Sequence Diagram for the Loyalty Program Application development using MS Visio, Draw.io
- ✓ Worked closely with UI/UX teams to model application screens that met user requirements to earn loyalty points and execute other functions seamlessly
- ✓ Explained the Client's requirements to the technical development team so that they could develop the Loyalty program application and web portal as required
- ✓ Used Scrum and Kanban processes in the management of the development of the loyalty program application
- ✓ Maintained product roadmap in accordance with Agile SDLC
- ✓ Collaborated with the QA team for QA'ing features and functionality for the mobile app
- ✓ Worked with Trello software to track the overall progress of the Loyalty program management app development process

Zodiac Energy Ltd, India, Sep 2016 – March 2017
Business Analyst

Zodiac Energy Ltd. is an Energy solutions provider company in India that provides a wide spectrum of services including Diesel / Gas based Captive / Co-generation Power Plants, Supply, Installation, Testing

and Commissioning (EPC), and Operation and Maintenance (O&M). The mission of this client project was to analyze this data to derive valuable insights, such as identifying cost-saving opportunities, optimizing resource allocation, and improving energy efficiency.

Project: Business Process Optimization and Supply-chain Management

Responsibilities:

- ✓ Conducted competitive benchmarking analysis to identify the possible opportunities that drive business growth by promoting natural source energy including solar energy
- ✓ Created business process documentation/diagrams, and flowcharts to streamline processes and identify business scope highlighting services such as PV systems, emerging technologies
- ✓ Identified and implemented KPIs (energy productions, availability, production cost, ROI, renewable energy share, carbon emission, etc.) tracking the performance of the project and derived new insight that helped in decision-making
- ✓ Created various business analyses (including RCA, Gap analysis, SWOT, PESTLE, and more) as required to instruct the team to embrace business growth opportunities
- ✓ Generated various user stories using tools such as Trello, and JIRA to understand the end users' needs and prioritize functional needs
- ✓ Worked with teams for User Acceptance Testing (UAT) and executed test cases deriving insightful outcomes.
- ✓ Created a variety of standard and tailored reports and dashboards, including summary reports, matrix reports, pie charts, and other graphics using tools Excel, and Power BI
- ✓ Actively participated in Agile sessions, including daily stand-ups, demos, retrospectives, and sprint planning

Shalby Hospitals, India, Dec 2015 – Aug 2016
Business Analyst

Shalby Hospitals is one of the largest chains of multi-specialty hospitals in India. The hospital provides medical treatments for patients across the globe and helps them to elevate their health status. The client required a business analyst to streamline overall hospital operations management and coordinate with the technical teams to draw insightful decisive results.

Project: Hospital Operations Process Improvements

Responsibilities

- ✓ Mapped existing hospital operations processes and recommended areas of improvements
- ✓ Involved in the full HIPAA compliance from GAP analysis, implementation, mapping, and testing processes of insurance claims for international patients
- ✓ Collaborated with healthcare stakeholders including administrators, doctors, nurses, and other IT team members, and created Business Requirement documents **(BRD)** and Functional Requirements documents **(FRD)**
- ✓ Monitored EHR system and records to generate predictive analysis using Excel and prepared visuals for presentation
- ✓ Collaborated IT teams to generate technological solutions to improve daily hospital operations
- ✓ Used Trello for project management, tracking, and progressing the business requirements