**Venkata Purnima Maddala**

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**SUMMARY:**

* **Professional Experience**: 11 years as a Business Data Analyst, Scrum Master, and Project Manager in sectors like Oil and Gas, Healthcare, Regulatory Compliance, Insurance, and Information Technology.
* **UML and Process Design**: Skilled in creating UML diagrams and process models using tools like MS Visio and Rational Rose.
* **Project Coordination**: Led JAD sessions, workshops, conducted gap & ROAM analysis.
* **Data Management**: Defined data mapping and migration strategies and coordinated e-commerce and digital marketing data analysis.
* **Business and Project Management**: Analyzed and managed projects on e-commerce and CRM platforms, focusing on consumer products and services.
* **SharePoint and Documentation**: Managed documents and collaborated using SharePoint.
* **Development Methodologies**: Practiced Agile Scrum, Waterfall, and Onsite-Offshore models.
* **Backlog and User Stories**: Refined product backlogs and crafted user stories.
* **Testing and QA**: Conducted various testing strategies and maintained matrices for tracking and quality assurance.
* **Data Analysis and Reporting**: Utilized PL/SQL for data analysis and specialized in data migration, modeling, and mapping. Proficient in Excel reporting and presentation creation.

**Education:**

• Bachelor of Engineering - JNTU, Hyderabad, India – May, 2013  
• Master’s in Computer Information Systems – Rivier University, Nashua, NH – Feb, 2016

**Certifications:**

• CBAP, ECBA, CSM and ACSM

**Technical Skills:**

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| Software Methodologies | : | Agile (SCRUM), Waterfall Model |
| Business Modeling Tools | : | MS Visio, Rational Requisite Pro |
| Databases | : | MS Access 2003/2007, MS SQL Server, PL/SQL, Databricks |
| Software Tools | : | JIRA, BM Remedy, SysAid, Confluence, Blueprint, SAP HANA, S4, Web IDE, Salesforce, Data Loader, SalesForce.com Platform (Sandbox), Azure Cloud, Azure Dev Ops, Asana |
| Testing Tools | : | SOAP UI, Postman, Version One, HP Quality Center |
| ETL, BI and Reporting Tools | : | SQL Server Data Tools – Business Intelligence, SSAS, Tableau Desktop, QlikView, Crystal Reports, Business Objects, Micro Strategy, Tableau, Smartsheet |
| Microsoft Office Suite | : | MS Project, MS Office MS SharePoint concept, MS Visio |
| Operating Systems | : | Window Server 2008R2/12, Windows 7,8,10 Mac OS |
| Project Management and Business Skills | : | HIPAA, ITIL (Information Technology Infrastructure Library), Change Management, SWOT Analysis, Project Management, Content management, Scheduling, Cost and Time estimation |

**Professional Experience:**

**Ergon Inc., Jackson, MS Feb 2024 – Present**

**Title: Test Coordinator/ Sr. Business Analyst**

**Responsibilities:**

* Conducted comprehensive requirements gathering and analysis for the ECC to S4 migration project, ensuring alignment with business objectives and technical feasibility.
* Collaborated with stakeholders to define and document detailed business and functional requirements for the migration, utilizing tools such as JIRA and SharePoint for effective tracking and communication.
* Developed and maintained project documentation, including business process models, data flow diagrams, and use case scenarios, to ensure clear understanding and smooth transition to S4.
* Facilitated workshops and meetings with cross-functional teams to validate requirements, address concerns, and ensure stakeholder buy-in.
* Coordinated with SAP consultants and technical teams to ensure accurate mapping and migration of data from ECC to S4, maintaining data integrity and consistency.
* Managed and tracked project progress using Asana, ensuring timely delivery of key milestones and deliverables.
* Conducted gap analysis to identify discrepancies between current ECC capabilities and target S4 functionalities, providing recommendations for process improvements and customizations.
* Supported the development and execution of test plans, ensuring comprehensive coverage of all migration scenarios and validation of migrated data.
* Assisted in the creation and delivery of training materials for end-users, ensuring a smooth transition and effective adoption of the new S4 system.
* Provided ongoing support and troubleshooting during the migration phase, addressing any issues or challenges to minimize project risks and ensure successful implementation.

**Environment: MS Office, Outlook, SharePoint, SAP, JIRA, Azure Cloud, ESS, One Note, Power BI, Service Desk, Smartsheet and SAP Cloud ALM**

**Chevron, San Ramon, CA Feb 2020 – Jan 2024**

**Title: Sr. Business Analyst**

**Responsibilities:**

* Worked with change management and transition teams to implement training and integrated legacy systems with new systems and processes.
* Responsible for creating, improving and developing project strategies, interviewed location Marketers, SME’s and business owners to understand the process.
* Presented demos and presentations on the performances of the product with supportive use cases and scenarios.
* Recommended solutions regarding business process and procedures and communicated with agencies to identify and resolve information systems and data issues.
* Documented the Technical Specifications documents for technical team to help IT to perform the modifications and to understand the business.
* Facilitated JAD sessions to identify Business Rules and documented and formatted in a way that was understood by both business and technical team.
* Worked on basis of Agile platform, focusing on scaled agile platform and designed user stories in Azure Devops.
* Coordinated with subject matter experts to create the reports with supportive BRD’s by analyzing the development models using SAP HANA, Azure Cloud, Azure devops and Tableau.

**Environment: MS Office, Outlook, SharePoint, SAP HANA, Crystal Reporting, Azure Devops, Azure Cloud, ESS, One Note, Power BI**.

**IDEO, San Francisco, CA July 2019 – Feb 2020**

**Title: Project Manager/Sr. BA**

**Responsibilities:**

* Work closely with a range of external providers, including design and digital agencies.
* Responsible for creating, improving and developing project strategies, interviewed location Marketers, SME’s and business owners to understand the process.
* Presented demos and presentations on the performances of the product with supportive use cases and scenarios.
* Participate in systems, policy and process improvement initiatives to improve digital service offerings for customers.
* Understand business cross B2C, B2B, B2B2C, social network, internet trend, digital related commerce model, V model and marketing strategies.
* Ensure continuous process improvement for the different areas of the business.
* Worked with change management and transition teams to implement training and integrated legacy systems with new systems and processes.
* Led an operations business team in the development and testing of an online, interactive customer service relationship management (CRM) system that centralized account opening information and improved customer service.
* Prepare cost estimates and bid proposals on selected projects as assigned. Insure that management review all major bids, prior to submittal.
* Organize and expedite all purchase orders, subcontractors, hauling agreement, etc.,
* Maintain favorable and productive client relations on all projects.
* Closely collaborated with project members to identify and quickly address problems.

**Environment: MS Office, Google Suite (Form, sheets), Copper (CRM), Air Table, Mail chimp, Azure Devops, Hubspot, Marketo, Power BI, OKTA.**

**Commonwealth of Pennsylvania, Harrisburg, PA Mar 2019 – July 2019**

**Title: Sr. Business Analyst**

**Responsibilities:**

* Responsible for identification and analysis of new business requirements that affects the application.
* Assisted business analysis teams in gathering and analyzing project requirements and transferring this information to other departments
* Wrote technical reports and manuals for the benefit of end users.
* Designed workflow charts and wrote requirements for system changes.
* Constructing and deconstructing the SQL queries as per the business requirement. Created predefined queries for department performance reports.
* Created the Business Requirements Documents and Technical Specification Documents
* Recommended solutions regarding business process and procedures and communicated with agencies to identify and resolve information systems and data issues.
* Extensively used Microsoft Visio for designing the user interface and to create the business work flows.
* Used Agile methodology and worked with developers and responsible to assign the task.
* Maintained effective relationship with users, department staff and other contractors.
* Worked with IT and county partners to identify informational needs and gaps in existing data collection system.
* Possess a well-balanced understanding of relationships, requirements, and technical solutions with ability to work collaboratively with stakeholders, SME's and staff.

**Environment: MS Office (MS Word, MS Access, SQL, UAT, MS Excel, MS Office, MS PowerPoint, MS SharePoint, MS Visio), PL SQL, ServiceNow, Tableau, SharePoint, Office 365, Portfolio Management.**

**E & J Gallo Winery, Modesto, CA Oct 2018 – Mar 2019**

**Title: Business System Analyst/Project Manager**

**Responsibilities:**

* Produced Requirements documents (FRD), Testing documents, System Design Documents (SDD), Requirements Traceability Matrixes (RTM), User Acceptance Training (UAT) plans.
* Lead implementation of an e-commerce solution for educators to explore and purchase various types of teaching aid resources.
* Performed manual testing, data analysis and reports validation and database changes using SQL. Created ad hoc reports via SQL data extraction using Tableau/MicroStrategy.
* Provided analysis and detailed strategic actionable recommendations that resulted in year over year revenue and conversion rate growth with the help of Apptus.
* Created insightful automated dashboards and data visualizations to track key business metrics
* Implemented Oracle Inventory to our warehouses, introducing physical inventory processes, improved shipment time and accuracy improvement for shipping product.
* Used SQL queries on various databases to find the main source of data required and getting the output to build the solution.
* Coordinated with developers to create the reports with supportive FRD’s and BRD’s by analyzing the development models using Web IDE, SAP HANA and Tableau.
* Assisted in data migration into Oracle system and developed and delivered. Worked with Oracle Support in resolving the Service requests the have been created.

**Environment: MS Office (MS Word, MS Access, SQL, UAT, MS Excel, MS Office, MS PowerPoint, MS SharePoint, MS Visio), Apptus, Tableau, Micro Strategy, Notepad++, JIRA, SAP HANA, Web IDE.**

**City of Philadelphia, Philadelphia, PA July 2017- Oct 2018**

**Title: Sr. Business System Analyst**

**Responsibilities:**

* Analyzed user requirements, procedures, and problems to offer innovative ideas, and to improve and create designs solutions.
* Managed and communicated requirements appropriately to ensure stakeholders and the project team remain in agreement on the solution scope.
* Created and designed logical database schema for data warehouse environment to prepare ETL and Implemented SQL queries for QA Testing and Report/ Data Validation. Using Erwin.
* Assessed proposed solutions to determine which solution best fits the business need, identified gaps and shortcomings in solutions, and determined necessary workarounds to the solution based on LMS system.
* Participated in a Domestic functional team selected to implement Oracle Financials to Sales and Regional Offices.
* Used MS Project to document the project progress and manage the project resources
* Analyzed business requirements and segregated them into Use Cases. Created Use case diagrams using MS Visio according to UML methodology
* Involved in creating detailed test plans and testing strategies and ensure these are executed extensively, which includes executing SQL queries to retrieve data and test
* Provided support for User Acceptance Testing with UAT cases and resolving any issues with the users and performed UAT and participated in writing test plans.

**Environment: LMS System, SQL, Office (MS Word, MS Access, MS Excel, MS PowerPoint, MS SharePoint, Erwin, MS Visio, MS Office), Said, Issue Tracker, GIS, AIS, Ashco Reporting, TeamSQL, Oracle 8i, PL/SQL**

**Ion Field Systems, Morristown, NJ Jun 16-Jun 17**

**Title: Business Analyst**

**Responsibilities:**

* Performed requirement analysis by gathering both functional and non-functional requirements based on interactions with the process owners, document analysis, JAD sessions.
* Wrote Business Requirement Documents (BRD) and Functional Requirement Documents (FRD) documents as per the business requirements and process flow.
* Making sure current project requirements are being met by using Requirement Traceability Matrix (RTM) in order to perform UAT.
* Developed and updated data mapping document at each phase of development and logical data modeling.
* Tested the ETL Informatica mappings and ETL processes (Data Warehouse Testing)
* Assisted ETL consultant in designing and creating the database which stores the data generated from Informatica mappings delivery of individual subject areas and used Informatica for extracting data from various sources systems.
* Assisted and directly involved with QA team and UAT test strategies, including regression and integration testing, wrote test scripts, end-to-end testing scenarios and test plans, managed testing, defect reporting and change requests.
* Created Use-Cases, BPM, and Requirement documents to document the Business needs.

**Environment: Rational Suite Tools, MS Office, Tableau, Informatics, JIRA, Windows NT 4.0, UNIX, PL/SQL.**

**WALGREENS (Genpact), Hyderabad, India July 2013 – Dec 2014**

**Title: Business Analyst**

**Responsibilities:**

* Responsible for Requirement gathering, Business Process Flow, Business Process Modeling and Business Analysis with Documentation and Records Management.
* Gathered requirements for Walgreens pay application and integrated with its POS.
* Create and maintain email templates, approval processes, approval page layouts and defined approval actions to automate the platform process.
* Utilized Agile Scrum practices to help the team increase velocity by 63% within the first year of Agile adoption.
* Worked with the business community to define business requirements and analyzed the functional requirements and gathered the requirements from stakeholder and SME’s.
* Maintain organization’s standard of care while providing expert care management leadership, treatment planning, and admission/discharge workflows.
* Used the Agile (SCRUM) Methodology on the project and HIPAA standards.
* Leveraged review decision tools where appropriate to automate utilization management review.
* Worked on Approval Process Automation against Created Custom objects to build new application functionality in the Salesforce.

**Environment: Agile (Scrum), MS Office, JIRA, Access, Outlook and MS Visio, Salesforce.com Explorer, Load Runner, In-build testing tools.**