**SAICHARAN P**

**Business Analyst (Open to relocate)**

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**Professional Summary:**

* Over 8 years of experience as a Business Analyst with a background in Software Quality Engineering in various Enterprise systems across domains.
* Expertise in industries such as **E-commerce, Digital Marketing, and Digital Banking (Finance),** primarily focused on design, development, and consumer interaction.
* Proven ability to analyze business key requirements, facilitate implementations in all phases of the **SDLC**, and ensure comprehensive knowledge of various methodologies such as **Agile** and **Waterfall.**
* Skilled in analyzing business key requirements, facilitating stakeholder communication, and modifying existing applications.
* Experienced in **GAP Analysis**, Business Process Re-engineering, and compatibility assessments for new business requirements.
* Adept at Requirements Gathering, **Business Requirement Documents** (BRD), and **Functional Requirement Specifications/Documents** (FRS/FRD).
* Cogent facilitation skills in Use Case walkthroughs, requirements elicitation sessions, and knowledge transfer sessions.
* Experienced in data visualization, reporting, and dashboard creation using **Python and SQL**, enhancing communication of key findings to stakeholders.
* Used **Charles Proxy** to identify potential security vulnerabilities, such as insecure connections, data leaks, or unauthorized access attempts, and collaborate with security teams to address them.
* Managing enterprise-scale **digital platforms encompasses** optimizing omni-channel experiences, web content, customer relationships, and secure data integration.
* Exceptional in creating mock-ups screens/prototypes**, wire frames (Balsamiq),** User Interface/Graphic User Interface (UI/GUI), context diagrams, business process flows, and in developing **Use Case Diagrams**, Behavior Diagrams (Sequence Diagrams and Activity Diagrams) based on the UML Methodology.
* Strong **problem-solving skills**, attention to detail, and the ability to communicate complex concepts to technical and non-technical stakeholders.
* Skilled in writing **SQL queries** and managing databases to extract, transform, and analyze data efficiently.
* Handling Change Management by conducting Impact Analysis & facilitating Change Control Board (CCB) Meetings.
* Ensure that technology platforms have redundancy, backup, and recovery strategies in place to support program goals.
* Quality Assurance experience in formulating and reviewing test plans, test scripts, test requirements, test cases, test reports, and adept in using defect-tracking tools to address bugs/issues as required by the project.
* Strong understanding of **user-centered content development**, interface design, information architecture, and digital marketing.
* Collaborate with other business analysts and departments to ensure alignment and integration of **liquidity-related** processes with overall business goals.
* Support change management efforts related to the adoption of **Azure services** and solutions.
* Demonstrated experience in conducting **User Acceptance Testing (UAT**) and documenting test cases.
* Possess excellent communication, time management, and **leadership skills**, and I am always proactive in adapting to learning modern technologies and acquiring new skills.

**EDUCATION:**

* **Bachelor’s from Pune University**: Major in EC (2009 To 2013)
* **Master’s from Campbellsville University, KY.:** Major IN MBA (2015 to 2016)

**CERTIFICATIONS:**

* **Digital Product Management & Modern Fundamentals** - University of Virginia (Aug-2023).
* **Jira –** Coursera (Aug-2023).
* **Business analysis & Process Management -** Coursera (Aug 2023).
* **A/B Testing Wed Page Marketing** – Coursera (Aug2023).

**Professional Experience:**

**Fiserv: Alpharetta, GA. | April 2023 – Sep2023**

**Business System Analyst**

**Project Overview:** The project aimed at modernizing core banking platforms for small and medium-sized retail customers. The project predominantly follows an API-driven approach, making it easier for banks to integrate with third-party applications and fintech partners.

**Responsibilities:**

* Led requirement workshops and conducted interview sessions with system users, stakeholders, and subject matter experts to comprehensively gather both functional and non-functional requirements.
* Refined, elaborated, and prioritized the Product Backlog to enhance project agility and alignment with stakeholder needs.
* Worked closely with **Backend API teams** to translate business requirements into efficient and **scalable APIs**, contributing to enhanced system performance.
* Proficient in creating and managing user stories as part of **Agile development methodologies**, facilitating efficient communication between business stakeholders and development teams.
* Facilitated backlog grooming sessions to refine user stories, **prioritize feature development**, and ensure alignment with business priorities and project goals.
* Conducted risk assessments and worked closely with compliance officers to identify and mitigate operational and regulatory risks, resulting in improved risk management processes and reduced exposure to compliance violations.
* Collaborated with the product manager and **Change Control Board** (CCB) to ensure seamless transitions, meticulous monitoring, and agile sprint implementation, achieving effective change management.
* Collaborate with stakeholders to gather and document data-related business requirements.
* Led and executed **user acceptance testing** (UAT) activities, ensuring that solutions met the defined acceptance criteria and quality standards.
* Assisted in maintaining a well-organized product backlog, regularly reviewing and **refining user stories** to ensure that they remained relevant and aligned with evolving business needs.
* Stay updated on SQL best practices, emerging technologies, and industry trends.
* Collaborated with quality assurance teams to develop test cases based on user story acceptance criteria, resulting in effective test coverage and **high-quality software releases.**
* Collaborated with senior management to define project scopes, objectives, and success criteria, aligning IT projects with overall business strategies and goals.
* Leveraged tools such as **Swagger, Postman,** **Splunk** and **Visual Studio** to meticulously analyze and define API specifications.
* Stay informed about regulatory changes and their impact on **liquidity requirements.**
* I assist the testing team in testing before delivery and conducting user acceptance test sessions with stakeholders.
* Orchestrated successful **product roadmaps**, expertly navigating product lifecycles from inception to launch, which resulted in consistent customer satisfaction.
* Fostered strong relationships with business stakeholders, IT teams, and external vendors to facilitate communication and collaboration across all project phases.
* Strong understanding of Backend API architecture, design, and technologies including REST, SOAP, and **API Gateway.**
* Using the Postman tool to test the **responses** and **error scenarios**.

**Tools Used:** Jira, Confluence, Postman, Microsoft Office Suite, MS Visio, Clickthrough’s (app versions), Case Studies, Scope Documents, Lucid chart, Swagger.

**Macy’s Technologies Inc: Duluth, GA**. | **Feb 2020 – March 2023**

**Sr. Business Analyst**

**Project Overview:** As a part of this Project, we built a feature for native applications to get the navigation to the appropriate products inside a retail store by giving the Product details or scanning the QR codes. This is a seam less experience without any storekeeper in the store. It helps the Auto addition of the Product to the cart and ask for the Bill. Customer can pay the bill in online or there is kiosk for the Physical Payments. The application is a java-based ad integrated with the APIs for the Payment and navigation. It is integrated with the billing model as per the laws and calculates the sell Taxes. This Project helps the user in all aspect without getting delay in queue. Payment getaways API (MasterCard/Visa) Wallets.

**Responsibilities:**

* Assist in designing user interfaces for digital platforms including **Android, iOS** applications, and **Sitecore.**
* Monitor customer behavior, **trends**, and **competitors.**
* Ensured user stories satisfied **INVEST**.
* Provide guidance and support to cross-functional teams throughout the product development lifecycle, displaying first-rate customer service ability.
* Develop **wireframes**, prototypes, and mockups using **Figma**.
* Spearheaded the transformation of the product's user interface and user experience (UI/UX), resulting in a 35% **decrease in customer support inquiries** and a 14% increase in **customer satisfaction scores.**
* Collaborated with **UX/UI designers** to create visually appealing and intuitive e-commerce interfaces, focusing on key elements such as navigation menus, product listings, search functionality, and checkout processes.
* Utilized front-end technologies such as **HTML5, CSS3, JavaScript**, and responsive frameworks (e.g., Bootstrap) to implement and customize user interface components and features.
* Conduct **user acceptance testing** (UAT) and collaborate with cross-functional teams.
* Use **Charles Proxy** to capture network traffic when issues or errors arise in web applications and share findings with development teams to assist in issue resolution.
* Contribute to data-related aspects of projects, including requirements, testing, and implementation.
* Acted as a liaison between business stakeholders, front-end developers, and designers, facilitating effective communication and alignment of project goals and priorities.
* Collaborate with cross-functional teams and external agencies to develop and implement content **marketing campaigns** (CRM) that align with broader company goals and initiatives, and drive customer Relationship engagement across all marketing channels.
* Use Python to analyze time-series data for trend identification and forecasting in scenarios like sales, stock prices, and demand forecasting.
* Identify and resolve data-related issues by examining SQL queries and database interactions.
* Gather and document detailed business requirements from B2B customers, ensuring they align with the platform's capabilities.
* Work closely with developers and data engineers to ensure seamless integration of data solutions and reporting tools using python.
* Document **SQL queries,** database schemas, and data processes for future reference.
* Utilize **Charles Proxy** to capture and analyze network traffic between the user's computer and web servers to gain insights into how web applications function at a technical level.
* Implement SEO best practices to improve visibility and search engine rankings.
* Collaborated with various teams to integrate and optimize **omni-channel** solutions.
* Conducted A/B testing and analyzed user behavior data to identify areas for front-end optimization, resulting in improved click-through rates and user engagement.
* Ensure content is up-to-date, accurate, and aligned with the organization's goals.
* Monitor and analyze customer interactions to identify opportunities for improvement.
* Monitoring tools (ex. **Google Analytics**) to drive adoption and continuous improvement in the digital experience.
* I assisted in supporting the QA team by **testing scenarios** according to the use cases. Additionally, I created documentation for post-go-live operations and support process mapping.
* Implemented CRM solutions to streamline sales, marketing, and customer service processes.
* Manage e-commerce, personalization, and content delivery platforms.
* Stayed updated on emerging **front-end technologies** and trends in the e-commerce industry, contributing to the continuous improvement of front-end development practices.
* Ensure secure management of user identities and access controls.
* Develop and execute marketing campaigns, lead management, and customer segmentation.
* Implemented analytics to measure the effectiveness of **omni-channel** efforts.
* Demonstrated strong attention to detail in ensuring pixel-perfect implementation of UI designs and responsive layouts across different devices and screen resolutions.

**Tools Used:** Jira, Confluence, SoapUI, Postman, Charles Proxy, Visor, XCode, Google Analytics, Balsamiq, MS Offices Suite, Salesforce (CRM), GitHub, SQL, Figma.

**US bank: SFO, CA**. | **Aug 2018 – Feb 2020**

**Business Analyst**

**Project Overview**: Zelle is an application which helps the users to get the bills Split as per the suggestion. And get the moneys from the users and request the amount from the users. The user needs to be registered and can use the features with registered users. It relates to the digital payment system to initiate the transactions. This app is having security to verify the payments and get them transferred to the user’s account. The application tracks the expenses and generates the reports (borrowing or receiving or expenditure as well) user can track all his details by using this application. The application is a java-based ad integrated with the APIS for the Payment using the get ways like VISA or Mastercard and Wallets

**Responsibilities:**

* Define project scope, gather business requirements, and perform gap analysis.
* Created UAT (User Acceptance Testing) Plan to outline tester’s roles and responsibilities and identify scope and success criteria for UAT.
* Assisting in building business KPIs and managing change requests and tracking **CR approvals**.
* Conducted/Managed UAT to ensure proper testing has taken place; obtain UAT sign-off from business stakeholders.
* Ensure accuracy and completeness of transaction details.
* Stay updated on changes in ACH regulations and compliance requirements.
* Assisting Product Owners in **managing/organizing product backlogs**.
* Plan and coordinate data migration efforts from on-premises environments to Azure, ensuring data integrity and security.
* Analyze network requests and responses to gain insights into **user behavior, common paths, and interactions** within web applications to inform business decisions.
* Responsible for Understanding **front-end development principles** and the ability to collaborate effectively with developers.
* Conducting usability tests and gather user feedback to refine and optimize designs for exceptional user experiences.
* Execute test cases using **Charles Proxy** to verify that web applications meet functional and performance requirements.
* Collaborate with developers, testers, quality assurance teams, and other stakeholders to ensure that the **technical aspects of web applications align with business requirements.**
* Execute testing using **POSTMAN** collections and technical team collaboration.

**Tools Used:** Jira, Confluence, Postman, Vysor, XCode, Adobe Analytics, MS offices Suite, GitHub, In Vision.

**EBAY: Campbell, CA**. | **June 2016 – July 2018**

**Business Analyst**

**Project Overview:** The aim was to implement a solution that allows a fully customized native mobile application for online store owners dynamically connected to inventory and every other engine through Web Services. The system accommodates ever-changing Banner Campaigns. The new applications enable customers to sign in, search their product Catalog, order based on their special pricing, and view past and pending orders with status. The Ecommerce engine is integrated with every other business flow engine in real-time. UPS, FedEx, and USPS are real-time integrated. The system also enables secure real-time or batch credit card processing and an advanced and customizable shopping cart.

**Responsibilities:**

* Modified BRD and collaborated with the technology team to develop functional specification documents.
* Develop wireframes and design documents.
* Modified **BRD** and collaborated with the technology team to develop **functional specification documents**.
* Develop wireframes and design documents.
* Document user requirements and translate them into **system requirements**.
* Collaborated with the UI/UX design team to conduct A/B testing for website modifications, utilized Google Analytics to **track website performance**, reducing bounce rate by 11% and boosting engagement rate by 10%.
* Collaborate with developers, product managers, and stakeholders.
* Facilitate JAD sessions and conduct user acceptance testing (UAT).
* Used **Charles proxy** to advice on business processes, industry best practices, and technology trends to inform strategic decision-making.
* Utilize Python to build machine learning models for predictive analytics, regression, and classification tasks.
* Apply best practices in data science and **Python** programming to ensure the accuracy and reproducibility of analyses.
* Apply statistical methods in Python to gain a deeper understanding of data, identify patterns, and support data-driven decision-making.
* Facilitate communication between **B2B clients** and the development team, translating customer requirements into technical specifications.
* Inspect data exchanged between the client and server to validate the correctness and integrity of information being transmitted.

**Tools Used:** Jira, MS Offices Suite, Salesforce (CRM), GitHub, In Vision. Org Documents, Balsamiq, eBay Analytics Tool (Tera peak), Charles Proxy, Appium, Balsamiq, IntelliJ CE, Java, Appium

**Tek reliance IT Solutions, Pune, MH.** | **May 2013 – Dec 2014**

**Quality Analyst**

**Project Overview:** Responsible for the comprehensive testing and quality assurance of an e-commerce website, a critical business platform aimed at delivering a seamless shopping experience to customers. Your primary responsibility will involve identifying and reporting issues, bugs, or usability concerns to enhance the website's overall performance and user satisfaction.

**Responsibilities:**

* Conduct comprehensive testing of the **e-commerce website**, including functional**, usability, performance**, and security testing.
* identify and document software defects, inconsistencies, and areas for improvement using bug tracking tools.
* Collaborate with developers and project managers to prioritize and **resolve reported issues**.
* Validate the website's security measures to protect customer data and transactions.
* Generate comprehensive test reports and **provide regular updates** to the QA team and stakeholders.

**Tools Used:** Jira, MS Offices suite, GitHub.

**Technical Proficiency:**

* **Business modeling Tools**: MS Visio, Lucid Charts, Figma, Balsamiq, Adobe XD, Flowchart, Sitecore. Wireframing and Prototyping.
* **Business Analysis Techniques**: WFD, PFD, Use Case Modeling, Process Mapping, Google Analytics, Adobe Analytics.
* **Functional Skills:** Stakeholder Management, Client Interaction, Industry Research, Leadership Skills, User Research and Usability Testing, Requirement Gathering and Analysis, User-Centered Design Principles.
* **Programming languages:** Java, HTML, Angular JS.
* **Data & Analytics:** MySQL, Tableau, SQL.
* **Testing Tools:** TestNG, SOAP UI, Eclipse, Manual Testing and Postman.
* **Project Methodologies:** Agile (Scrum), Waterfall.
* **Microsoft Office:** Word, Excel, PowerPoint.