



Sunayana Chenna

**Senior Business Analyst**

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# PROFESSIONAL SUMMARY:

Experienced Senior Business Analyst with 11 years in **Business Intelligence and Data Analysis** across **Retail, Healthcare, Pharma, Banking, and Finance sectors**. Deep understanding of **Asset management, Capital Markets, Wealth Management, Forex, Hedge Funds, Investment Management.** Skilled in **advanced SQL, Visualization tools, Presales, stakeholder collaboration, and Project management**. Proficient in **Agile methodologies**, leading cross-functional teams through the **SDLC** using **JIRA and Confluence**. Adept at translating business needs into functional requirements, implementing SaaS solutions, and driving organizational change. Proven track record in delivering high-impact results and optimizing business operations through **effective communication and data visualization.**

**HIGHLIGHTS:**

* Demonstrated ability to lead, mentor, and motivate individuals to work collaboratively toward achieving shared goals.
* Strong track record of facilitating successful requirement analysis sessions such as **JAD sessions, requirement workshops**, etc.
* Proficient in gathering, analysing, and documenting business needs and translating them into comprehensive system requirements in the form of **BRD, FRD, and SRS documents** and **user stories (Gherkin Format), acceptance criteria, and definition of done**.
* Proven track record of utilizing data-driven insights to **inform product decisions, optimize user experiences, and increase customer satisfaction.**
* Demonstrated ability to **leverage market research, customer feedback, and competitive analysis** to identify key product opportunities and drive innovation.
* Played a key role in developing and creating essential project deliverables, including the **Project Charter, Risk Document, Earned Value Management (EVM), Work Breakdown Structure (WBS), and Critical Path Analysis.**
* Experienced in **UML diagrams** like **Use Cases, Activity, and Sequence** to capture system requirements and optimize processes.
* Extensive **data profiling, cleansing, mapping, modelling, and warehousing** expertise.
* Proficient in leveraging **advanced data analysis techniques** to identify **data quality issues, standardize data formats, and optimize data integrity.**
* Experienced in working with a diverse range of **APIs** and proficient in **testing methodologies** using tools like **Postman,** ensuring seamless integration, identifying, and resolving issues, and delivering high-quality software solutions.

# AREAS OF EXPERTISE

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| **Domains** | Retail, Healthcare, Pharma, Banking, and Finance sectors |
| **Business Skills** | Project Management, Requirement Analysis, Change Management, Risk Management |
| **SDLC Methodologies** | SAFe, Waterfall, Scrum, Waterfall-Scrum hybrid |
| **Project Management Tools** | JIRA, Confluence, Azure DevOps, MS Project, MS Office Suite, SharePoint |
| **Modelling Tools** | MS Visio, Lucid Chart, Sketch, Draw.io, Figma |
| **Databases** | MS SQL Server, MongoDB, Amazon Redshift, SAP HANA |
| **Data Modeling and Data Warehousing** | Dimensional Data Modelling, Fact and Dimension tables, Star and Snowflake Schema, Data Marts, OLTP, OLAP, Multi-Dimensional Analysis, Data Mining, ETL, Slicing/Dicing, Drill-Down/Roll-Ups |
| **ETL tools** | Informatica PowerCenter, AWS Glue |
| **BI & Reporting tools** | MS Excel, Tableau, Power BI, SAP Fiori Analytics |
| **Testing and defect tracking Tools** | HP QC/ALM, Postman, Swagger |
| **Development and Deployment** | GIT, Bitbucket |
| **Programming Languages** | SQL, Python, Node.js |
| **Other Tools** | Amazon Web Services (AWS), Salesforce, Google Analytics |

# CERTIFICATIONS

* Certified Scrum Master (CSM)
* Certified Microsoft Power BI Data Analyst
* ITIL® V4 Foundation Certification in IT Service Management

# EDUCATION

* Masters in Information Systems in Project Management | Wilmington University, Delaware, USA
* MBA in Retail Management | AIMA, New Delhi
* B. Tech in Electricals and Electronics Engineering | JNTU, Hyderabad, Telangana, India

PROFESSIONAL EXPERIENCE

# Client: Nike Jan 2024 – Present|| San Ramon, CA, USA

# Senior Business Analyst

**Company: Red Hibbert Group**

**Project: Client’s Global Customer Engagement Transformation via Salesforce Marketing Cloud**

This project focused on revolutionizing Nike's global customer engagement strategy through the implementation of Salesforce Marketing Cloud. This project aimed to unify marketing efforts across multiple channels, enhance personalization, and significantly improve customer retention and acquisition rates. Analyzed integration guides for each data source and created mapping documents to facilitate data synchronization with Salesforce Marketing Cloud.

* Spearheaded **Agile project management** using **Jira**, creating and maintaining **epics, user stories, and tasks**.
* Facilitated **daily stand-ups, sprint planning, and retrospectives** for a cross-functional team of 20+ members.
* Utilized **burn-down and burn-up charts** to track sprint progress and overall project velocity.
* Developed comprehensive **Business Requirements Document (BRD)** and **Functional Requirements Document (FRD)** using **Confluence**, incorporating stakeholder input from marketing, sales, and IT departments across 12 global regions.
* Designed detailed solution architecture using **Visio**, including **system integration diagrams, data flow charts, and customer journey maps,** ensuring alignment with Nike's omnichannel marketing strategy.
* Architected a unified customer **data model**, integrating data from Nike's e-commerce platform, brick-and-mortar POS systems, and social media channels into **Salesforce Marketing Cloud.**
* Developed custom **ETL processes** using **Python and SQL,** with data lake storage and processing on **AWS.**
* Implemented advanced segmentation strategies using **Salesforce Marketing Cloud's Audience Builder,** resulting in a 15% increase in cross-sell and upsell conversion rates.
* Designed and deployed over 50 automated, personalized marketing journeys for 5 distinct customer personas using **Journey Builder,** reducing campaign creation time by 40% and covering the entire customer lifecycle from acquisition to loyalty.
* Developed **custom dashboards and reports** using **Tableau and Salesforce Einstein Analytics**, providing real-time insights into campaign performance and customer behaviour.
* Engineered **complex SQL queries** for data extraction and analysis, enabling deeper customer insights.
* Used **SQL queries** like **select, insert, update, delete, sub-queries, joins, Unions and Union** all for Data Analysis and review.
* Assisted in mapping data from **OLTP systems** to the **operational data store (ODS)** and then to the corresponding **Data mart.**
* Implemented rigorous **data privacy and security measures**, ensuring compliance with GDPR, CCPA, and other regional regulations across Nike's global markets.
* Conducted comprehensive **user acceptance testing (UAT)** and coordinated phased rollout across 12 global regions, ensuring smooth adoption and minimal disruption to ongoing marketing activities.
* Designed and delivered training programs for over 200 marketing team members globally, creating detailed documentation in **Confluence** and conducting hands-on workshops to ensure effective use of the new Salesforce Marketing Cloud environment.
* Established **key performance indicators (KPIs)** and implemented continuous improvement processes, resulting in ongoing optimization of marketing campaigns and customer journeys.

**Project Outcomes:**

* Achieved 30% increase in email open rates and 25% increase in click-through rates
* Implemented over 50 automated customer journeys, covering the entire customer lifecycle
* Reduced campaign creation and execution time by 40%
* Unified customer view across all interaction channels, enhancing brand consistency and personalization

**Environment: Salesforce Marketing Cloud (Email Studio, Journey Builder, Audience Builder, Automation Studio), Salesforce CRM, Jira, Confluence, SQL, Python, Tableau and Salesforce Einstein Analytics, AWS for data lake storage and processing, Visio, Microsoft Office Suite**

# Client: Navy Federal, Vienna, Virginia Feb 2023 – December 2023|| Location: New Jersey

# Senior Business Analyst

* Developed expertise in **financial instruments,** including **asset allocation, equities, derivatives, and bonds.**
* Gathered requirements through **JAD sessions, interviews, and document analysis,** bridging business and technical teams.
* Created **UML diagrams, use cases, and BPMN models** using **Microsoft Visio.**
* Implemented **Agile methodologies**, breaking down **epics into user stories** and utilizing Planning Poker and MoSCoW for **sprint planning.**
* Assisted in advanced **quantitative modelling** (MPT, CAPM) for **portfolio optimization.**
* Facilitated **risk assessments across various categories**, collaborating with risk management experts.
* Utilized **AWS (S3, CloudFront, Lambda, DynamoDB, SageMaker)** for system architecture and automated risk assessments.
* Managed **data pipelines with AWS services (S3, RDS, EMR, Redshift)** for comprehensive data operations.
* Created **API documentation** with **Swagger** and performed **API testing using Postman.**
* Designed and executed **test plans, cases, and scripts** for functional and regression testing; managed defects in **JIRA.**
* Facilitated **UAT**, capturing feedback and resolving user issues.
* Generated and analysed **KPIs using Tableau**, focusing on client satisfaction and portfolio performance.

**Project Outcomes:**

* Reduced risk assessment processing time by 40% and improved accuracy by 25% with AWS-based automation.
* Boosted client satisfaction by 30% and enhanced portfolio transparency by 50% through KPI tracking and Tableau visualization

**Environment: Scrum, MS Visio, Boot Strap, Flux, CSS, AWS Architecture such AWS SQS, Amazon S3, AWS RDS, Amazon EMR,**

**AWS Redshift, Amazon Lambda, AWS Dynamo DB, Swagger, Postman, Tableau, JIRA, and Confluence**

# Client: Sun Pharma May 2021 – July 2022 || Hyderabad, India

**Senior Business Analyst**

# Company: Stefanini Group

# Project: Healthcare Document Management System Enhancement

* Spearheaded **Agile project lifecycle** for healthcare document management systems using **Azure cloud solution**s.
* Conducted **stakeholder interviews** to align business requirements with Azure capabilities, **performing GAP analysis using SQL**.
* Managed **project timelines** and resources using **Microsoft Project and Azure DevOps**, ensuring adherence to milestones and budgets.
* Authored comprehensive **BRD and FSD**, integrating **Power BI** for enhanced data visualization and reporting.
* Developed intricate data models and workflows using **Power BI and SQL Server** to drive data-informed decision-making.
* Implemented **Azure Data Factory pipelines** and **executed ETL** processes to integrate diverse healthcare data sources.
* Ensured data quality and integrity through rigorous validation using **Power BI and SQL**, critical for system reliability.
* Facilitated **cross-functional collaboration** using **Azure DevOps** to refine requirements and validate solutions.
* Delivered actionable insights through **Power BI visualizations**, optimizing **healthcare document management processes**.
* Conducted thorough **UAT and system integration testing** to validate **Power BI reports and Azure solutions**.
* Created **comprehensive technical documentation** and **training materials** to ensure seamless user adoption.
* Applied ETL and SQL **optimization best practices** to enhance data processing efficiency in Azure environments.

**Environment: Microsoft Azure, SQL Server, Power BI, Azure Data Factory, Azure DevOps**

# Client: LNB Group Apr 2019 – Dec 2020|| Hyderabad, India

**Senior Business Analyst**

# Company: Gemini Consulting and Services

# Project: Customer Experience Enhancement and CRM Optimization for LNB Group

* Led initiatives leveraging **data-driven insights** to enhance customer experience and operational efficiency.
* Implemented **CRM enhancements** using **Microsoft Office Suite (Excel, Access) and JIRA** for workflow automation, improving team collaboration and task management.
* Conducted sophisticated **Python and SQL analyses** for dynamic customer segmentation and behavior analysis, enabling personalized service strategies.
* Developed and maintained interactive **PowerBI dashboards** for real-time monitoring of **key performance indicators (KPIs)** and **customer satisfaction metrics.**
* Utilized **Zephyr** for comprehensive test case management and execution during **User Acceptance Testing (UAT),** ensuring robust software quality and functionality.
* Achieved a notable 15% increase in customer satisfaction by deploying **tailored service strategies** based on **predictive analytics and customer feedback insights.**
* Optimized **customer support processes**, reducing response times by 25% through automated ticketing systems and proactive communication channels.
* Enhanced customer retention rates and **loyalty through targeted marketing campaigns**, leveraging **data insights** to deliver personalized offers and improve service delivery.
* Successfully integrated **CRM enhancements** that streamlined workflows and reduced operational costs.
* Applied advanced data analytics to drive strategic decisions, resulting in measurable improvements in customer satisfaction and operational efficiency.

**Environment: Microsoft Office Suite (Excel, Access), JIRA, Data Analysis and Modeling: Python, SQL, PowerBI, Zephyr, UAT Execution, Customer Experience Enhancement: Customer Segmentation, Personalization Strategies, Strategic Initiatives, KPI Monitoring**

# Newborn Screening Portal - CDC, State of Maine Dec 2018 – Mar 2019 || Hyderabad, India

**Business System Analyst**

# Company: Nebulogic IT Solution

* Applied **advanced analytics (Logistic Regression, Random Forest, Clustering)** to newborn data, increasing birth defect detection by 3%.
* Created **data visualizations in Tableau** for identifying **at-risk populations and guiding interventions.**
* Developed **complex SQL queries for ETL operations** and report generation in **MySQL.**
* Managed **projects using Agile methodologies**, including **JIRA ticket monitoring and client meetings.**
* Configured **Oracle Service Cloud CRM** and facilitated vendor collaborations to **enhance data sour**ces.
* Conducted stakeholder interviews to gather requirements for insurance systems and **EHR/EMR repositories** and **various guidelines (CMS, HIPAA, Health Reform, Health Insurance Exchange),** extracting requirements to understand the **functional specifications of the AS-IS system.**
* Performed **GAP and IMPACT analysis** to design a **Master Database system.**
* Created business rules and claim processes compliant with **HIPAA regulations.**
* Worked extensively with **ICD9 and HIPAA-compliant ANSI X12 834, 837, 276/277, 999 formats** for claims processing.
* Analyzed **monthly charges, payments, and adjustments** against **historical data and industry averages**.
* Facilitated **knowledge transfer sessions** between business and IT staff.
* Coordinated with providers and partners to ensure **HIPAA transactions** passed EDI gateway.
* Performed smoke tests for **HIPAA 5010** version transactions focusing especially on **270, 271, 276, 278, 834, 835, and 837.**
* Directed testing phases, including **test plan development and business acceptance collaboration.**

**Environment: Excel, Tableau, SQL, MySQL, ETL operations, Agile methodologies, JIRA, Oracle Service Cloud CRM, Data Warehouse/Repository, EHR/EMR data repositories, CMS, HIPAA, Facets, ICD9, ANSI X12 834/837/276/277/999, MS PowerPoint, EDI gateway, 270/271/276/278/834/835/837 transactions.**

# Company: NTT DATA Jun 2016 – Nov 2018|| Hyderabad, India

**Associate Data Analyst and Strategic Presales Engineer**

* Collaborated with clients to understand **project requirements and provide data-driven recommendations.**
* Conducted **data cleansing and analysis** using **Excel functions like Regression Analysis, Conditional Formatting, and Pivot Tables.**
* Developed **KPI visualizations (Pie Charts, Scatter Charts, Histograms)** for client presentations.
* Streamlined **data collection processes and prepared weekly/monthly reports.**
* Created and delivered **PowerPoint presentations** to clients.

**Additional Responsibilities:**

* Managed **end-to-end bid/RFP/RFI processes for SAP, ERP, and CRM solutions**, handling contracts worth **$500,000 to $15 million.**
* Ensured **high-quality delivery of marketing materials** and **business proposals,** **adhering to SLAs.**
* Developed and maintained **proposal templates and a repository of reusable content.**
* **Collaborated with technical teams** to **design and present business-relevant solutions.**
* Prepared marketing collateral, including **brochures, newsletters, and sales presentations**.
* **Analyzed RFP solicitations**, generated **draft templates, and gathered inputs from cross-functional teams.**
* Established a **central knowledge base** for **continuous improvement in proposal responses**.

**Environment: SAP ECC, SAP S/4 HANA, SharePoint, Trello, SharePoint, Office 365, Asana, Microsoft Project, Agile Methodologies, Supplier Relationship Management, Procurement Processes, JIRA, Process Optimization, Strategic Initiatives**

# Company: Cigniti Technologies Apr 2014 – May 2016 || Hyderabad, India

**Junior Business Analyst**

* Facilitated productive **JAD sessions**, insightful interview sessions, and focus groups to effectively elicit and thoroughly understand requirements from stakeholders.
* Created foundational documents including **Business Requirements Document (BRD), Functional Requirements Document (FRD), and System Requirement Specification (SRS)** to ensure a clear and detailed project implementation.
* Developed use case diagrams, use case specifications, activity diagrams, and sequence diagrams using **MS Visio**.
* Managed requirement changes by coordinating with the **Product Owner and Development Team,** considering scope creep.
* Reported bugs using **JIRA** and tracked the defect life cycle to ensure comprehensive test coverage and minimize average bug age.
* Played an integral role in **User Acceptance Testing (UAT)** to ensure system requirements and functionality met user expectations, incorporating valuable feedback using **Cucumber.**
* Executed detailed system **test plans, test cases, and test data on MS Excel** to perform comprehensive system, smoke, and regression testing, effectively identifying and managing defects using **JIRA** for streamlined tracking.
* Reviewed defect reporting and resolution in **HP Quality Centre** to monitor project progress against the schedule.

**Environment:** **Waterfall, MS Visio, Wiki Docs, MS Office Suite, MS Excel, Prezi Business for Presentation, SQL, Lucid Chart, HP QC, Cucumber.**

**Company: Tech Mahindra Jan 2013 – Mar 2014 || Hyderabad, India**

**Associate QA Analyst**

* Engaged actively in every phase of the **Software Development Lifecycle (SDLC)**, from initial planning and requirements gathering through design, development, testing, deployment, and maintenance, ensuring a holistic approach.
* Conducted thorough evaluations of **Business Requirements Specifications (BRD), System Requirement Specifications (SRS), Functional Requirement Specifications (FRS),** and Design documents, ensuring detailed scrutiny.
* Skillfully developed a comprehensive **Requirements Traceability Matrix (RTM),** which served as an essential tool for stakeholders to seamlessly track and link project requirements, enhancing transparency and alignment throughout the project lifecycle.
* Efficiently produced **Key Performance Indicators (KPIs)** and created informative visualizations, which were presented through interactive dashboards and regular reporting, providing the management team with valuable insights on a weekly basis.
* Participated in various **testing activities, including Smoke testing, Graphical User Interface (GUI) testing, Functional testing, System testing, and Regression testing,** and provided support during **User Acceptance Testing (UAT).**
* Documented **Test Plans, Test Scenarios, and Test Cases,** ensuring alignment with both business requirements and design documents and managed the meticulous documentation and tracking of defects using **HP ALM.**

**Environment: Waterfall, MS Office, MS Visio, MySQL Workbench, HP QC.**