**Salesforce Business Analyst**/ **Business Systems Analyst**

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**PROFESSIONAL SUMMARY**

Having 8.5 years + of extensive experience mainly as a **Business Systems Analyst** in **Salescloud**, Community cloud and experience cloud focusing on providing optimal solutions by translating business requirements into effective prototypes through time effective end solutions. Proficient in handling clients, multiple teams and has good exposure in executing projects using Agile methodology

* Experience in creating various artifacts including Business Requirement Document (**BRD**), Functional Requirement Document (**FRD**), Test Plan, Test Scenarios and Test cases as well as documenting business processes, data flow diagrams and docket process
* Worked as a liaison among stakeholders to analyze, communicate, and validate requirements for changes to business processes, policies, and information systems. The primary responsibility is to understand business problems and opportunities in the context of the requirements and recommend solutions that enable the organization to achieve its goals. Under general direction of Business Analyst Manager/Director and/or Program Manager, leads and architect’s integration
* Supporting the Sales team, qualifying Sales **leads** on Salesforce
* Adding and deactivating users on **Salesforce**, running the sales report to help forecast
* Creating **Dashboards**, Charts to present the details to Senior Management
* Keeping Track of Sales targets, point of contact of any sales queries and managed customer data
* Data management to improve Salesforce data quality, implementing rules and automation as needed
* Worked on data migration projects from moving from Hadoop to snowflake
* Working on data integration for getting leads from external source system databases
* Salesforce security- ongoing maintenance and structuring of roles/profiles/permission sets/sharing settings
* User Interface Customizations – **lighting** layouts and page layouts to facilitate user management
* Participating in professional development topics for salesforce administrator / business analyst roles
* Business reports to get **lead/opportunity/Contact** info for business
* Extensive experience in writing and implementation of complex test plans, design, development, and execution of test scripts for system, integration, UAT
* Involved in reviewing Functional specs, user documentation and use cases and developing user stories out of it
* Experience in writing procurement documents including RFPs, RFQs and contract amendments.
* Assist the business in working with third-party vendors and in-house developers for software product implementations or enhancements.
* Work with internal and vendor developers and testers to confirm developed functionality meets acceptance criteria.
* Participate in gap analysis and system design activities, including documentation of wireframes.
* Conducted meetings with stakeholders to collect business requirements
* Involved in entire Software Test Life Cycle (**STLC**), Software Development Life Cycle (SDLC), Bug life Cycle from Inception and Transformation to Execution, which includes Design, Development, and Implementation
* Good Understanding in Waterfall and Agile (**Scrum**) methodologies
* Educated and reinforced scrum methodology and agile framework to team members and key stakeholders
* Execute the reports in salesforce based on lead converted opportunities to get the revenue generated for company and review the report to analyze further ways to improve it for next quarter.
* Conducted sprint user story grooming sessions with Dev and QA teams
* Experienced working with various scrum estimation (t-shirt sizing) and have a good working knowledge on Release Planning, Capacity planning, Sprint velocity burn down charts and burn up charts to track the progress
* Excellent interpersonal, team player and multi-tasking skills, participated in daily stand-up meetings, status meeting and retrospective meetings in a distributed team environment

**SKILL MATRIX**

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| --- | --- |
| **Education, Certifications, Key Skills & Technologies** | **Utilized Years of experience / Year last used** |
| Business Systems Analyst | 8+ years |
| Salesforce | 5+ years |
| Documentation | 8+ years |
| Education | Bachelor of Engineering Technology: Information Technology, JNTUH, India – 2010 |
| Certification | Certified Salesforce Administrator |
| SQL (Oracle, Hadoop, Snowflake and Salesforce workbench) | 5+ Years |

**WORK HISTORY**

**Sr. Salesforce Business Analyst: NewWave, Raleigh, NC Oct 22 – Current**

* Managed the project using Scrum development methodology.
* Interacted with business heads to finalize the Business Requirements for the application.
* Used MS power point presentations for conducting sessions with the stakeholders
* Used JIRA to plan and track the sprints.
* Evaluate as is business process, cross system dependencies, identified areas of improvement to attain optimal user experience that helps increase salesforce user adoption.
* Worked closely with business stake holders to gather requirements, creating & grooming EPIC, features, and user stories in Jira
* Converting Business requirement into IT stories, writing business process documentation and preparing data flow diagrams to make business and IT to understand the flow, development on functional and non-functional user stories in Salesforce community cloud and experience cloud
* Help IT and QA team on software integration testing between snowflake and Salesforce
* Extract data from database tables by writing SQL queries to share with business team for reporting purpose
* Delivering continuous transformation by partnering with Product and development team to deliver solution utilizing community cloud and experience cloud
* Conducted and facilitated Agile ceremonies and implemented SAFe Agile methodologies
* Analysis performed on redirecting chat feature based on region level agent
* Preparing region level customer agent rules
* Preparing region level call scripts for generating leads
* Active involvement in the Sprint ceremonies like Sprint Planning meeting, Sprint Review Meeting, Retrospective, and Product Backlog Refinement.
* Attended Daily Scrum meetings and collaborated with the other Scrum team members throughout the different phases of the project.
* Reported status to Business owners on time-to-time basis using MS Project for project planning, scheduling, and status reporting.
* Conducted User Acceptance Testing (UAT) in conjugation with the QA team.
* Whenever needed, I also facilitated the Product backlog grooming meeting to reprioritize the Product Backlog.
* At the end of each sprint, I was responsible for facilitating the sprint review meeting followed by a sprint retrospective meeting.
* Responsible for defining & managing product backlog and prioritizing based on business needs
* Collaborating with cross functional team to ensure business alignment and provided recommendation on various integration requests to salesforce

**Business Systems Analyst/ Salesforce: Cisco, San Jose, CA Feb 20 – Oct 2022**

* Drive planning, prioritization, designing and deployment
* Evaluate as is business process, cross system dependencies, identified areas of improvement to attain optimal user experience that helps increase salesforce user adoption
* Worked closely with business stake holders to gather requirements, creating & grooming EPIC, features, and user stories in Jira
* Delivering continuous transformation by partnering with Product and development team to deliver solution utilizing Service and Sales clouds
* Conducted and facilitated Agile ceremonies and implemented SAFe Agile methodologies
* Responsible for defining & managing product backlog and prioritizing based on business needs
* Collaborating with cross functional team to ensure business alignment and provided recommendation on various integration requests to salesforce
* Partner with Product, Business, and IT team to define, plan and complete simple to complex project, in addition to ongoing small enhancement and bug fixes
* Assisted in Salesforce license maintenance and documenting of Salesforce best practices
* Execute the reports in salesforce based on lead converted opportunities to get the revenue generated for company and review the report to analyze further ways to improve it for next quarter
* Establish and conducted UAT to ensure solutions are defect free & achieve design requirement
* Implemented Salesforce for Testing Kits & Test Results by utilizing Standard and Custom objects

**Business Systems Analyst/ Salesforce: Ford, San Jose, CA July 17 – Jan 20**

* Worked as Salesforce CRM Analyst for customer support application
* Analyzed system by working with IT, business supervisors/users and identified & captured business requirement to optimize the system
* Created project documents including work plans, milestones & Dashboards. Identified Risk and created mitigation planning documents
* Performed GAP Analysis & enhanced business process flows, rules & system administration
* Extensively configured pages, created Users, Profiles, Roles
* Drive platform roadmap & adoption of product releases by engaging with business and IT leaders within in the organization and with Salesforce and vendor product teams
* Extensively used Data Loader, Import Wizard for mass upload and to perform data migration
* Execute the reports in salesforce based on lead converted opportunities to get the revenue generated for company and review the report to analyze further ways to improve it for next quarter.
* Developed & configured reports for different user profiles as per business specification
* Managed project resources, allocation, timelines, and budget
* Participate in cross-functional and review meetings
* Extensively used Jira/Code-Jira to log Bugs, Mange and track existing Bug/Defects, create defect analysis reports

**Business Systems Analyst: Google – San Jose, CA Feb 16 – June 17**

* Document the customer feedback on the google maps and translate them into English language and review with global business teams for prioritization
* Meet with business team to understand on the backlog stories
* Perform analysis on the business requirement, go over with them on open questions/clarifications
* Write requirements specifications according to standard templates, using natural language simply, clearly, unambiguously, and concisely
* Review the analysis with business and take sign off
* Groom IT team (Dev/QA) to make them understand on the scope and gather the estimates
* Work with business stakeholders, technical team members, and UX designers to build a comprehensive picture of the project goals, objectives, and priorities
* Strong focus on understanding the current state vs the desired future state with detailed information around core business value, pain points, process improvement opportunities, key performance indicators and user needs
* Work with stakeholders, sponsor, and project manager to prioritize requirements and agree on assumptions and constraints using agile backlog management techniques
* Communicate requirements to ensure all stakeholders have a shared understanding of the solution and to secure approval from stakeholders with the authority to approve
* Manage issues and changes to baselined requirements by identifying business impact of the changes and thro ugh effective application of change control processes and tools
* Manage requirements documentation for reuse
* Execute the reports in salesforce based on lead converted opportunities to get the revenue generated for company and review the report to analyze further ways to improve it for next quarter.
* Upload the written BRDs and FRDs in centralize location
* Act as SME to production support team to help in addressing production issues and resolve them ASAP
* Help train the in-house employees in updating the products and offerings on the go
* Assisted in enforcement of project deadlines and schedules
* Assisted in deployment and monitored the system behavior after it went live for any maintenance
* Defect life-cycle management (JIRA & Rally)

**Business Systems Analyst: Rofus – Google – Hyderabad, India Sept 14 – Jan 16**

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