Mirdha M Ferdus

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SUMMARY

* Business Analyst with over 7 years of experience with focus on Salesforce.com, ERP, data analysis, requirement gathering, technical documentation, database development and software validation
* Strong Knowledge in salesforce administration and customization ,data validation ,sales, marketing, customer service and support development team
* Experience with Oracle Big Machines Express CPQ Cloud Service for Salesforce.com toconfigure, price, quote, and create proposals immediately, and streamline renewals.
* Proficient in SFDC administrative tasks like creating users ,roles, profiles, page-layouts, email services, approvals, workflows, validation rules, reports and dashboards
* Experience in approval processes for automated alerts , field updates, custom objects and tabs, and security controls
* Experience in maintaining, enhancing and creating workflows and validation rules.
* Strong experience in creating executive dashboard to display open, closed leads in SFDC
* Experience in managing reports, data migration, testing and support
* Documenting business requirements, technical requirements and Use Case diagrams to make the requirements easy to understand for Salesforce Developers
* Experience in Software Development Life Cycle (SDLC) methodologies and Object Oriented analysis
* Experience in Data Analysis including analysis of root cause for Incident and Problem Management
* Extensive experience in creating test plans, test cases and performed User Acceptance Testing (UAT)
* Knowledge of Agile development practices and assessment
* Worked very closely with the offshore team across the SDLC
* Development experience in various platforms like MS Office, Visio documenting tool and Windows (XP, NT, 2000, 98, 95) and Salesforce.com Sandbox and Development environments
* Oracle developer with in depth knowledge in writing SQL, PL/SQL programs, Packages, Stored procedures, Functions and Triggers to automate the interface processes for daily/incremental loads
* Extensive experience in working in TOAD tool
* Strong analytical and problem solving skills with ability to work within team environment and independently when needed
* Proficient in learning new technologies and quickly adapting to new environment

TECHNICAL SKILLS:

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| Languages | PL/SQL, HTML and UML |
| Databases & Tools: | SQL Server 2005 & 2008, Oracle Data Integrator(ODI) Oracle 9i,10G,UNIX |
| Salesforce Technologies | Workflow & Approvals, Reports, Dashboards, Analytic Snapshots, Case Management Automation, Custom Objects |
| Oracle Modules: | CRM( Field Service) ,Oracle Financials(AR,GL,AP) |
| Business Modeling Tools: | Microsoft Visio,UML |
| Collaboration Servers:  Salesforce Technologies: | SharePoint Workflow, Validation, Approval Process, Trigger, Reports, Dashboards and Visual Force |
| SDLC Methodologies: | Water Fall, Lean and Agile Methodology |
| Load Testing/Defect Tracking Tools | LoadRunner, Test Director |
| Others: | MS Office (Outlook, Word, Excel, PowerPoint) |

PROFESSIONAL EXPERIENCE:

Quest Diagnostics, Teterboro, NJ May-2016-May-2018

Sr. Salesforce Business Analyst

Quest Diagnostics Incorporated is an American clinical laboratory with headquarters in Madison, New Jersey. Founded in 1967 as Metropolitan Pathology Laboratory, Inc. Maintained our SFDC instance to meet the changing needs of the team. Also, simultaneously serving as a Salesforce BA in most of the projects . I wrote the Functional Business Requirements, User Stories, Use Cases, and Business Requirement Documents. I wrote and executed the User Acceptance Test Plans and tracked the results through defect resolution.

Responsibilities:

* Managed all aspects of the project life cycle from scope definition and solution development through implementation. Followed solely Agile methodologies during the course of the project.
* Identified issues, risks and Gaps, documented descriptions and their impact in order to provide recommendation/alternatives to develop the application. Negotiated with team’s members to decide if modules should be implemented independently or in Parallel. Documented the AS-IS and TO-BE processes.
* Facilitated JAD sessions with SMEs and business analysis from other feeder systems for a detailed analysis and a better understanding of impact of various projects on each other.
* Analyzed business requirements and segregated them into Use Case Diagrams, Activity Diagrams, Sequence Diagrams, and OOD using Borland Together according to UML methodology thus defining the Data Process Models. Captured Security, Disaster Recovery and Service Level requirements.
* Implemented the requirements On Salesforce.com Platform and Force.com IDE using Eclipse.
* Worked on various Salesforce standard objects like Accounts, Contacts, Cases, Opportunities, Products, Opportunity Line Items, Leads, Campaigns, Reports and Dashboards.
* Salesforce.com configuration experience in creating or configuring Custom Objects, Custom fields, Dependent Picklist, Custom Tabs, Role based Page layouts, Validation Rules, Email Templates, Workflow Alerts and Actions, Workflow Approval, Approval Processes, Custom Reports and Report folders
* Heavy utilization of Salesforce.com; customized reports, created campaigns, built quotes in CPQ, and utilized Docusign for contracts all within Salesfoce.com.
* Usage of SDLC model in SAP implementation. Continuous process improvement of the high quality standards in SAP Global Delivery.
* Captured integration points with existing issue tracking system – HP Quality Center with SalesForce.com, also involved with creating SSIS package definitions
* Captured and documented requirements for Business Intelligence (MSBI) that included analytics on product quality, Customer Satisfaction index, Performance Matrix including drill downs, reporting and filters.
* Analyzing requests for new feature or change request by operations teams. Coordinate timelines during development process.Integration of Oracle Big Machines Express CPQ Cloud Service for Sales teams and produce 100% error free sales proposals.
* Interacted with the development and the testing teams to improve overall quality of the Application.
* Assisted the development team in designing the GUI of the Application. Responsible for preparing Business Requirement Document (BRD), MSBI Report builder and then translating into functional specifications and test plans. Closely coordinated with both business users and developers for arriving at a mutually acceptable solution.
* Created UAT plans with several test cases for each project to ensure that the system runs smoothly after the proposed enhancements or changes have been made. Assisted the QA team in designing the Test Plan and Test Cases for User Acceptance testing.

Environment: Agile, UML, MS Visio, SQL, MS Office, HP Quality Center, Rational Requisite Pro, Rational Clear Quest, SalesForce.com (SFDC), MSBI, IVR

Abott Pharmaceuticals, Worcester MA Aug-2014-Apr-2016

Salesforce Business Analyst

The system automates all possible functions of processing of the Drugs. It provides on-line claim entry module. After successful validation reports are being created for employees to prepare checks and final invoice to Patients. Analysis report is created to predict the future medicine services utilization for each enrolled member. With this methodology, we can identify those at highest risk to consume a disproportional amount of Drug resources.

Responsibilities:

* Involved in requirement gathering with multiple project managers, in an effort to better customize and utilize the full functionality of the SalesForce.com CRM solution
* Created Business Requirements Document (BRD), Functional Requirements Document (FRD) and Requirement Traceability Matrix (RTM)
* Lead planning meetings, analysis development, test inspections, and other project meetings throughout project life cycle
* Involved in creating gap analysis document, clearly identifying the data, business process and work flows of the organization with respect to salesforce.com implementation
* Worked on maintaining the functional areas of Accounts, Contacts, Leads, Opportunities, Quotes, Reports and Dashboards
* Created profiles, roles based on organization role hierarchy and implemented record-level and field-level security and configured their sharing settings
* Created templates, formula fields, triggers, validation rules, workflow and approvals for the flexibility and functionality of force platform application
* Developed field and page layout customization for the standard objects like Account, contact, Leads.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects
* Consulting with clients to meet reporting needs for their specification
* Created weekly, monthly and ad-hoc reports on the transactional data by writing SQL queries
* Provide training to end users, updated and modified Fields, Objects, Page Layouts
* Created new custom objects, assigned fields, custom tabs, components, custom reports.
* Customizing company profile, security controls and communication templates of the organization as per the organization requirements.
* Worked extensively on Sales cloud, Case management and Support process
* Worked with the SAP security team to align SAP roles, user job functions, and training curricula to ensure end users are properly trained to perform their jobs
* Used Data Loader for insert, update, and bulk import or export of data from Salesforce.com subjects. Used it to read, extract and load data from comma separated values (CSV) files.
* Clarified QA team issues and reviewed test plans and test scripts developed by QA team to make sure that all requirements will be covered in scripts and tested properly.
* Helped the testing team in tracing the requirements from Requirement Traceability Matrix (RTM) and involved in the User Acceptance Testing (UAT).
* Unit and integration testing for new requirements and get the UAT from the business owner
* Involved in Salesforce Application Setup activities and customized the apps to match the functional needs of the organization
* Participated in the training sessions provided by the Salesforce.com team

Environment: Saleforce.com, HTML, Workflow & Approvals, Reports, HP Quality Centre , CRM, Custom Objects, Security Controls, Custom Tabs, UML, Use Case, BRD, FRD ,Oracle Pl/SQL, SAP UNIX

Wyndham Boca Raton, Boca Raton, FL Jan-2013-July-2014

Salesforce Business Analyst

Wyndham Hotels is one of the world’s leading diversified providers of travel-related products and services for business and individual user’s, with leading brands in lodging franchising, vacation ownership, vacation rental and vacation exchange. Wyndham hotel group loyalty program is the largest in the industry.

Responsibilities:

* Interacted with SMEs such as Nissan sales Managers, Nissan solution architects, Technology group members, and process analysts to gather requirements and goals through interviews and surveys to understand the business process. Conducted controlled brainstorming sessions with project focus groups.
* Performed GAP ANALYSIS, created new process flows from AS-IS toTO-BEsystem.
* Involved in gathering and synthesizing business requirements and translated them into functional and non-functional requirements to be used as input to the functional design specifications.
* Conducted JAD sessions to allow different stakeholders to communicate their perspectives with each other, resolve any issues, and come to agreement terms.
* Conducted different elicitation techniques to gather requirements for Data Warehouse and also performed tests to validate the data.
* Interacted with technical architects to identify and analyze the given information, procedures, decision flows, and also evaluated existing procedures.
* Maintained On-going documentation of standard operating procedures and process improvements for VCS customer account management and call center process, troubleshooting, and escalations.
* Contributed with Project manager in handled scheduling, resource planning and allocation matters conducted status meetings and compiled reports.
* Extensively worked on creating User Requirement Specifications, Functional Requirement Specifications, and Business Process Documents and also assisted in developing System Requirements.
* Designed use case diagrams to present a better view of the system and enable the technical team to identify the key processes.
* Utilized Informatica to Extract, Transform and Load (ETL) data for the project during Data Migration.
* Prepared diagrams and elaborated them using UML diagrams, Data Flow Diagrams, Business Process and Data Process Model using MS Visio.
* Conducted sprints, created the sprint backlog, product backlog, burndown chartsduring Salesforce CRM implementation.
* Contributed in customizations, enhancements, updates, and changing functionalities of SalesforceCRMwebapplication. Created and executed Test Cases. Assisted in functional testing for both manual testing and automated testing.
* Maintained On-going documentation of standard operating procedures and process improvements for VCS customer account management and call center process, troubleshooting, and escalations.
* Oversee VCS portion of VIN reporting project and be subject matter expert, conduct UAT and analysis of program and also participated in creating User Manual.

Environment:MS Office, SQL Server, Agile, SCRUM, CRM, Salesforce, Rational Clear Quest, Rational Clear Case, Rational Requisite Pro, Rational Rose, UML,RUP, MS Excel, MS Word, MS Power Point, MS Visio, MS Access

National Financial Services Corporation, Atlanta, GA Mar-2011-Dec-2012

Business Analyst

Calypso Upgrade project (Upgrade from Calypso Version 8 to Version 10) for all existing Derivative products - Interest Rate Derivatives, Credit Derivatives, Equity Derivatives, Futures, Forwards and Options.

Responsibilities:

* Presented new business solutions to stakeholders before initiating the project.
* Successfully implemented the Was responsible for implementing a trading application using Calypso for the Fixed Income derivative products: Interest Rate swaps, Currency swaps, Equity Total Return Swaps, Credit swaps, Futures, Forwards and Options.
* Conducted GAP Analysis and system analysis to determine if solutions to the business requirements are feasible and can be implemented using the product Calypso.
* Analyzed impact of proposed solution across the business. Developed proposed statement of work.
* Facilitated JAD sessions with the business group (traders and portfolio managers) to gather, analyze and document business requirements and business rules.
* Created UML Models such as Use Case Diagrams, Activity Diagrams and Flow Diagrams using MS Visio. Documented the Business Requirement Document (BRD) and the Requirement traceability matrix.
* Detailed and documented the key features of the application being envisioned.
* Conducted JAD sessions with the end-users to design essential core features of the system.
* Prepared logical Process Models by analyzing the process flows of the various system components.
* Decomposed Business Requirements into Functional, Non-Functional and Reporting requirements.
* Coordinated research, analysis, development, and implementation of workflow-processes and technology solutions.
* Created traceability matrices between the various requirement types
* As cross-functional project coordinator was involved in project planning, project management methodology implementation, and issue/risk tracking, scope and resource management through Agile Software Development Lifecycle.
* Also involved in defining a PMO framework for identifying, prioritizing and achieving business objectives.
* Managed the Change Control process for the entire project as a whole by facilitating group meetings and one-on-one interview sessions with different work stream owners to discuss the impact of Change Request on the project.
* Worked with the offshore Testing team to ensure complete test coverage through test cases and scripts, managed test execution during Integration, System, Regression and Performance testing and UAT. Participated in defect review meetings.

Environment: MS Office, MS Visio, UAT, Windows IE, Oracle , Enterprise Architect, Requisite Pro, Clear Case, and Clear Quest, HP Quality Center.