## Vaibhav Gupta

**Sr. Salesforce Business Analyst**

**Phone**: 7326404660

**Email**: [vaibhav.sfdc25@gmail.com](mailto:vaibhav.sfdc25@gmail.com)

|  |  |
| --- | --- |
| **Professional Summary** | * 8+ years of IT industry experience which includes 4+ years of professional experience as Salesforce Business Analyst and functional consultant. * In-depth working knowledge of SDLC methodologies like Waterfall, and Agile/Scrum. * Gatheringand documenting Business and Functional Requirements (BRD, FRD), User requirements, Use Cases, System Requirement Specs (SRS).Prototyping, Surveys, User Stories, Joint Application Requirement / Design (JAR / JAD) and Brainstorming. * Delivering process enhancements through automations including workflow, approval processes, Roles, Profiles, Permission Sets, OWD, Sharing Rules, and escalation rules. * Acting as a liaison between the development team and the management team to resolve any conflicts for requirements. Working with vendors, business users & management. * Experience in creation of Data Flow Diagrams (DFD) to depict the source-to-Target Mapping and Data Lineage Analysis. * Performed manual as well as automated testing and provided sign-offs in some of my projects * Helped in creation, approval and use of Test Plans, Test Cases, Test scripts and Defect Reports over the years across multiple projects.Working experience in Sales Cloud, Service Cloud and CTI integration. * ManagingUser Acceptance Testing, created user training manuals, and conducted user training sessions. * Extensive experience in the implementation, development and integration strategies with team oriented environment, utilizing quantitative and qualitative analytical skills. * Extensive experience in Saleforce.com setup, Configuration, Customization, Administration. * Excellent verbal and writing skill, fast learner, and highly organized professional. * Motivated team player with excellent individual and group presentation skills. |
| **Technical Skills** | * Project Methodologies: Waterfall, Agile, RUP * Business Process Modeling Tools: MS Visio * SFDC Technologies: Sales and Service Clouds, User Management, Standard /Custom Objects, Validation Rules, Workflows & Approvals, Apex Classes/Controllers, Triggers, Visualforce Pages, Data Loader, Reports, Dashboards, Force.com IDE, and Eclipse. * Operating Systems: Windows, Linux * Integrated applications/systems: Informatica Cloud, Eloqua * Desktop Software: MS Word, Excel, Access, PowerPoint, Project, QuickBooks Enterprise, JIRA * Programming Languages: Visual Basic, Visual C++, SQL, HTML, APEX, SOQL, SOSL |
| **Experience**  **Aug 14-Present** | **NY Dpt. Of State NYC, NY**  **Title: Sr.Salesforce Business Analyst**   * Legacy Application re-platforming - Created and reviewed Business Requirements (BRD), Functional RequirementSpecifications (FRS), RTM, project schedules documentation and test plans. * Designed the business requirement collection approach based on the project scope and wrote Functional designs using Agile methodology with sprints, & daily standups. * Configured and implemented Knowledge Articles for the customer community. * Worked on functional design on Salesforce Data Model – Standard, Custom Objects, & Relationships * Conducted feasibility studies & Impact analysis, Cost/Benefit Analysis, Gap Analysis and Risk Analysis * Conducted interviews with key business users to collect requirement and business process information * Conducting Impact Analysis, reviewing all the objects and their relationships to the accounts, contacts and to-be-converted child objects to evaluate the scale of the impact. * Worked on SFDC Security Model – Roles, Profiles, Permission Sets, OWD, Sharing, &User Management * Complex Data Migrations using Data Loader * Team Coordination, Business User’s expectations management, UATs, Test Cases & Test Plans * Created Workflow rules, tasks, Approval Process, implemented Object and field level security to hide critical information. * Writing detailed use cases and test scenariosfor every sprint including Business Rules andSupplementary Specifications comprising both functional and nonfunctional requirements. * Conducting KT sessions with the offshore team on daily bases, as well as consultations with the SME and the business users to discuss any identified issues or exceptions in data or mapping processes between SFDC and IC. |
| **Jan 14-Aug 14** | **IPC Cherry Hill, NJ**  **Title: Salesforce Business Analyst**   * End to End implementation of Salesforce Custom Applications. * Legacy Application – platform migration to Salesforce Platform * Documented business and operation requirements, mapped business processes, created job descriptions to streamline operations, Process flow charts, and decision making and reporting. * Conducted daily scrum stand-ups with onsite and offshore team. * Created and Managed Requirement Traceability Matrix (RTM) and Technical Design Documents. * Wrote detailed use cases including Business Rules, Supplementary Specification comprising both functional and nonfunctional requirement complementing with artifacts. * Setup first SFDC implementation in the Company with 200+ users. Created Profiles, Role Hierarchy, Permission Sets, Sharing Rules, Record Types and Page Layouts, Workflows and Approval Processes to reflect current business processes. * Working experience in Sales Cloud, Service Cloud and CTI integration. * Created/managed new app, custom objects with custom fields and validation rules, for tracking of stock quantities of items in different locations and various conditions. Created and manage assignment rules for web leads, ensuring assignment to the correct person for follow up and action on. * Performed Data migration activities using Data Loader. * Worked on creating Reports and customized Dashboards * Developed training manuals for users, conducted User training session with BA and PM to end user. * Managed UAT and User Trainings along with Training Documentations. * Worked with testing team to ensure quality application is delivered to the customers. |
| **Feb12- Dec 13** | **CapegeminiFreehold, NJ**  **Title: Senior Saleforce.com Business Analyst /Administrator**  The objective of the project was to optimize processes for receiving and processing new customer requests, introduce monitoring system to track operations efficiency.To accomplish this:   * Gathered Business and Functional Requirements (BRD, FRD),during JAD sessions interacted with the stakeholders, developers, Project Manager and SME’s to formulate Business Processes. * Determined and documented the as-Is and the To-Be (future) business process flows. * Worked in Cross Functional team environment, served as a liaison between SME’s, Project Manager, and stakeholders to ensure accuracy in the SFDC implementation and other business requirement. * Implemented Case-Entitlement-SLA functionality to provide relevant services to bank customers as well as forward inquiries to specialized customer service operators and implemented Web-to-lead functionality to enable lead capturing in real time. * Maintained and improved existing Salesforce implementation. Created record types and page layouts, added and edited validation rules, edited and improved page layouts. * Modified access and sharing rules, added custom objects and workflows, and approval processes, * Created new report types, new reports and dashboards to monitor and issue regular key productivity indicator reports and charts. * Developed attitude and capability to handle multiple projects at the same time including Onsite/Offsite co-ordination and also with offshore teams. * Work closely with Salesforce Developers and help them in functional and data issues. * Configure and test standard and custom Salesforce objects including objects having multiple record types and page layouts. * Create and maintain Salesforce Reports and Dashboards. Configure validation rules, workflow rules, approval processes. * Involved in Data mapping specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed and sent to an external entity. * Maintained processes of CSV import file updates for customer records into Accounts, Contacts using Data Loader and Import Wizard. |
| **May 11-Jan 12** | **Valley National Bank Wayne, NJ**  **Title: Senior Saleforce.com Business Analyst**   * Provided analysis, understanding and business perspectives on financial and operational issues. * Gathered Business Requirements, analyzed data/workflows. Progressed from Problem Statement to well-documented Designs. Reviewed and analyzed the Use cases, Created business process workflow diagrams. * As the Salesforce.com Administrator and Business Analyst in the organization: * Used detailed knowledge of application features and functions to assess the scope and impact of business needs throughout analysis and completion of all enhancement specifications for each business partner and cross impacted groups * Built relationship across multiple technology, operations, services, sales, program and product team to accomplish end goal * Facilitated requirements gathering cross multiple vendors and organization * Performed the detailed analysis of functional and technical requirements; designed and deployed the custom objects; identified the lookup and master-detail relationships; and created the junction objects. * Implemented security and sharing rules at object, field, and record level for different users at different levels of organization. Also created various profiles and configured the permissions based on the organizational hierarchy. * Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects. * Maintained and improved existing Salesforce implementation to streamline with new sales and bookkeeping processes. * Gathered business requirements, designed, and implemented business process for Salesforce.com, especially in marketing, campaigns, opportunities,and lead generation. * Worked with Custom Warehouse and Sales apps in Salesforce, QuickBooks and other intermediary applications that provide sales, payment and shipping information into QuickBooks. * Performing data transfers between multiple environments using data loader. |
| **Jan 10- April 11** | **Office DepotWashington DC**  **Title: Business Analyst**   * Documenting business and operation requirements, mapped business processes, * Implemented Salesforce.com for applications, principal data tracking and staff recruitment. * Interacted with administrative team to gather requirements through Interviews, Questionnaires and weekly meetings. * Conducted several requirement gathering sessions with Subject Matter Expert (SME) to understand remote infrastructure needs and processes. * Interacted with key business users during JADs to collect business requirements and business process information. * Created and deployed SFDC Custom objects, Page layouts, Custom tabs and Components to suit to the needs of the client. * Automated Lead Scoring and Lead conversion using workflow rules. * Assisted in creating assignment rules to automatically redirect leads to Salesforce.com and assign leads to different users and queues according to the requirements. * Automated workflow to keep applications moving quickly through the approval process and helps close opportunities. * Working experience in Sales Cloud, Service Cloud and CTI integration |
| **Apr 08 - Dec 09** | **AT & T Dallas, TX**  **Title: Senior Business Analyst**   * Researched, proposed and implemented improvements in motivation program for more than 400 sales personnel, * Formed and delivered monthly, quarterly and annual reports and analysis of key performance indicators of all departments * Worked as an Interface between the users and the different teams involved in the application development for the better understanding of the business and IT processes. * Participated in different levels of discussions through JAD sessions, conference calls and business workshops to present the new business process and its implementation. * Conducted GAP analysis * Creating and reviewing business requirements, functional specifications, project schedules, documentation and test plans. * Designed and developed Use Cases, Activity Diagrams, and Sequence Diagrams using UML through RUP methodology * Worked with the software architects / developers to ensure that the applications conform to customer requirements * Used detailed knowledge of application features and functions to assess the scope and impact of business needs throughout analysis and completion of all enhancement specifications for each business partner and cross impacted groups * Built relationship across multiple technology, operations, services, sales, program and product team to accomplish end goal * Facilitated requirements gathering cross multiple vendors and organization * Implemented pick lists, dependent pick lists, validation and formula fields to the custom objects. * Conducted project related presentations and provided reports to the higher management. * Interacted with the QA team to investigate and resolve production issues |
| **Mar07 - Mar 08** | **TD BankAlexandria, Virginia**  **Title: Business Analyst**   * Monitored Purchase, Delivery, and Service Departments, Retail Shops, Warehouse operations, revealed shortcomings and proposed optimizations to cut delays, frauds, and product losses. * Analyzed delivery schemes and proposed optimizations to cut delivery times. Resulted in increasing number of deliveries by 30% with same fleet and cutting delivery cars’ waiting times by 20%. * Formed and delivered monthly, quarterly and annual reports and analysis of key performance indicators of all departments * Conducted JAD (Joint Application Development) sessions to gather, analyze and prioritize business requirements. * Identified and validated high potential business opportunities for stakeholders and developed customized business strategies that are aligned with corporate strategic objectives. * Develop UML diagrams like Use Cases and Use case Narrative, Activity Diagram, Sequence Diagram, class diagram and coloration diagram using MS Visio. * Reviewed and analyzed the Use cases and came up with System design * Developed mock ups and wireframes to represent the User Interface for the business sponsors and development team. * Prepared the User Manuals of UI of the application for users to understand all the features and functionalities of the application. * Assisted in the QA testing by providing the detailed functional aspects of the system. * Assisted the business users to ensure that the system is develop and deployed as per the business requirements. * Assisted in developing the project reports and coordinated work plan between project manager and business area. * Assisted project managers with the development of project schedules and develop requirements and preliminary design for client applications. * Collaborated with the QA team to ensure adequate testing of software both before and after completion, maintained quality procedures, and ensured that appropriate documentation is completed. * Assisted in developing test cases and testing strategy for conducting UAT (User Acceptance Testing). * Assisted in development of training materials for new technology and process improvements.   **Educational Qualification**  2001-2005 - B.Tech in Electronics and Communication from CSJM University, Kanpur |