**Ashish Basnet**

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**SUMMARY**

* A Business Analyst with over 6+ years of experience.
* Diverse experience in Information Technology with focus on Business Analysis, Business Modeling, Requirement Gathering, Technical Documentation, and Software Validation.
* Experienced in all phases of Software Development Life Cycle (SDLC), quality management systems and project life cycle processes. Highly skilled in Salesforce.com (SFDC) development and implementation.
* Extensive knowledge about Salesforce setup menu, Configuration, custom Application Development, Administration, Data Migration and Deployment of applications to Force.com platform.
* Strong Requirements gathering experience using JAD Sessions & Conducting User Interviews, and preparing functional documents like Use Cases, Software Requirements Specifications (SRS).
* Experience creating custom objects and integrating existing desktop and web apps with legacy mainframe systems.
* Expert in retrieving database information writing SQL Queries and transforming data to information as needed.
* Created page layouts, search layouts to organize fields, custom links, related lists, and other components on a record detail and edit pages.
* Implemented pick lists, dependent pick lists, lookups, junction objects, master detail relationships, validation and formula fields to the custom objects.
* Possess comprehensive understanding of CRM business processes like Campaign Management, Lead Management, Account Management, Case Management, Quote, Forecasting, and Call Center.
* Extensive knowledge of Salesforce.com implementation cycle in Sales, Marketing, Service and support modules.
* Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns as per client’s need.
* Experience in data migration from ACT, Excel, MS outlook and Legacy Systems using Data Loader, Import Wizard, Informatica Data Loader, and Cast Iron.
* Expert in generating and analyzing custom reports and dashboard for management and various business unit personnel to provide detail information on key performance indicators.
* Developed process enhancements through automations including Workflow, Approval Processes, and Escalation Rules.
* Performed extensive Backend Testing of the applications using SQL Queries.
* Experience in SalesForce Testing and Administration spanning all facets of package software and SaaS application implementation.
* Strong knowledge & experience working in teams implementing Agile Methodologies.
* Knowledge in Salesforce.com SFA, Force.com Apex Classes, Apex triggers, Integration, Visual force, Force.com API, SOQL, and SOSL.
* Excellent communication and inter-personal skills, accustomed to working in both large and small team environments.

**TECHNICAL SKILLS**

* Programming Skills: APEX, C, C++, JAVA, .NET.
* Web Tools: HTML, Concepts of JAVASCRIPT, SOSL, SOQL, AJAX.
* SFDC Tools: Data Loader, Connect Offline, SalesForce to SalesForce, Apex Eplorer.
* Force.Com: Apex Custom Controllers and Extension, Apex triggers, S-controls, SOQL, SOSL, Ajax Toolkit, packaging and migrations, Force.com IDE (Eclipse).
* Development Tools: Eclipse
* Operating Systems: Windows 9X, XP, 2000, Vista.
* RDBMS**:**MS Access, SQL Server, PostgreSQL

**EXPERIENCE**

**Coca Cola, Atlanta, GA Sep’16 – May’18  
Salesforce Business Analyst**  
The project involved implementation and support of a Salesforce tool as a CRM application to be utilized by the Vendor Management team. The tool would assist in the effective management of the different vendors working with Coca Cola. The implementation and support of the tool was undertaken as a pilot project.

**Responsibilities:**

* Interacted with various business team members to gather the requirements and documented the requirements.
* Analyzed the Scope of the Requirements, and managed requirements to avoid Scope Creep.
* Participated in Requirement Gathering Sessions & JAD Sessions.
* In charge of conducting the UAT with the Business users, and gathering feedback and providing the same to the Development team.
* Reviewing the test cases provided by the QA team, and providing feedback.
* Created user Roles and Profiles and sharing settings.
* Supported technical team members in installation, configuration and maintenance of Postgresql Databases.
* Used field level security along with page layouts to manage access to certain fields.
* Designed and deployed Custom tabs, Validation rules, and Auto-Response Rules for automating business logic.
* Assisted in designing and management of PostgreSQL database schemas and tables.
* Created workflow rules and defined related tasks, email alerts, and field updates.
* Downloaded and installed AppExchange packages like Google Ad words for campaigns and UPS for shipping.
* Developed a web-to-lead functionality to vertrue.com site which directs leads to Salesforce CRM.
* Created various Reports and Report folders to assist managers to better utilize Salesforce as a sales tool and configured various Reports for different user profiles based on the needs of the organization.
* Familiar with Syntellect Phonelink CTI salesforce application which is used to provide agents with click-to-dial and screen pop capabilities.
* Conducted GAP Analysis and enhanced business process by integration
* Worked on Agile and Scrum Methodology for Salesforce custom app implementation.
* Created new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports
* Implemented pick lists, dependent pick lists, lookups, master detail relationships, validation and formula fields to the custom objects.

**Visa Inc San Francisco, CA Oct ‘14 – Aug ‘16  
SalesForce Business Analyst**    
Worked on negotiations and communications among business functional teams and defined lead generation process to restructure entire sales process to be scalable and more efficient. Responsible for project management, Salesforce.com administration and configuration for overall project

**Responsibilities:**

* Created Custom objects and fields- Leads, Marketing, Compaign, Dashboard, Sales, Account etc.
* Configured security and organizational hierarchy for sales for salesforce implementation.
* Customized page layouts for Salesforce standard and custom objects.
* Configured Reports for custom objects and associated them to Dashboard.
* Involved in Design and development of Workflows rules, triggers, validation rules and other customizations with Salesforce.
* Administered Salesforce CRM applications for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity.
* Wrote various SQL queries to validate data inserted, deleted and updated in the Oracle database.
* Created APEX triggers, classes, test methods and visual force pages to implement custom functionality.
* Responsible for all the activities related to configuring Data Loader, uploading data in CSV files into salesforce.com, checking for integrity of the data.
* Used SOSL and SOQL queries during the data migration and custom development.
* Developed S-Controls to manage sales plan call sheets within salesforce, capturing prep data and call activity.
* Customized agile methodology in a service based, reverse mortgage specialized for seniors.
* Analyzed the business processes for the three divisions in the organization that are using sales force.
* Redesigned the old sales force architecture to new design based on best practices.
* Organized business and end user meetings for discovery, business needs gathering and gap analysis.
* Focused on Cycle time reduction during the process between the leads through opportunities, processing, funding, underwriting and till post closing.
* Set up visibility securities like roles, profiles, field level securities. Set up person accounts in sandbox.

**American Eagle Outfitters Inc Atlanta GA Mar 12 - Sep 14**   
**Business/Systems Analyst**

With its market presence exploding over the last three years, American Eagle Outfitters (AE) needed to extend its retail momentum to the online market place. But its outmoded commerce platform didn’t scale or integrate customer touch points, making that objective far out of reach. The target is centralized management of not only its Website, but its call center and order management systems, as well. Completed implementation of Netsuites integrated CRM/ERP system which included: defining implementation strategy; converting company’s legacy financial system, Point-Of-Sale (POS) system and internet store to NetSuite; training office, sales and warehousing personnel on the software; and redesigning Internet, Warehouse, and Order Fulfillment and Shipping operations.

**Responsibilities:**

* Designed and developed Use Cases, Activity Diagrams, Sequence Diagrams, OOAD using UML and Business Process Modeling.
* Interacted with users for verifying User Requirements, managing Change Control Process, updating existing Documentation
* Worked with the SME, Tech Lead and 3rd party vendors in gathering requirements and data transaction information related to Capital Markets - Online Brokerage, IVR trading, Conventional Brokerage, Orders, Trades Executed and SPS Orders for reinvestment agreement to write global specs.
* Perform Financial Statement Analysis (FSA) relating to Fund of Funds (FOF) Portfolio Valuations in comparison to the financial statements of the underlying securities & brokerage reports.
* Involved in designing and developing Data Models and Data Marts that support the Business Intelligence Data Warehouse.
* Associated extensive backend testing to verify correctness of the report data using SQL scripts and data comparison.
* Designed and Administered Teradata Scripts, Tables, Indices and Database Objects
* Created a test plan and a test suite to validate the data extraction, data transformation and data load and used SQL and Microsoft Excel.
* Reviewed the data model and reporting requirements for Cognos Reports with the Data warehouse/ETL and Reporting team.
* Develop and maintain sales reporting using in MS Excel queries, SQL in Teradata, and MS Access. Produce performance reports and implement changes for improved reporting.
* Worked with the Business, Operations, and Engineering stakeholders to define the functional integration and end-2-end test cases for the CRM project.
* Used Requisite Pro for the Requirement Documents Preparation and Prepared Business Process Models that includes modeling of all the activities of the business from the conceptual to procedural level. Followed top down, leveled technique for building Business Process Models.
* Worked with key members from various cross-functional teams to analyze various third-party CRM solutions to make a ‘buy vs build’ decision. Conducted cost/benefit and impact analysis.
* Conducted Joint Application Development (JAD) sessions with IT groups. Identified the Key Changes, and participated in Stakeholder Management to communicate effectively with them
* Developed and Documented timelines for Project Delivery, and managed Projects and Resources to successful completion.
* Conducted current state study which included data collection methodologies, data quality and data integration problems, data storage and infrastructure related issues.
* Designed and implemented basic SQL queries for QA Testing and Report / Data Validation.
* Documented business workflows textually as well as in UML diagrams (State diagrams) according to RUP, for the stakeholder review.
* Developed XML Schemas and DOM parser for all the XML documents used for data transfer and also developed XSLT code for them.
* Used Data warehousing for Data Profiling to examine the data available in an existing database.
* Responsible for Lotus Notes Server installation, configuration and troubleshooting on the UNIX Server.
* Conducted User Acceptance Testing, gathered and documented User Manuals and Business Rules

**Environment:** Microsoft Office Suite, Microsoft Visio, Documentum, Windows NT/XP, Oracle, SQL, SQL Server, Sybase, EVPN, RUP,VBScript, Teradata, SharePoint, Unix, DB2, Adobe Photoshop, Caliber RM MIS-IP, C#. NET, ASP.NET, Business Objects, TestDirector, LoadRunner.