**Nazeer Shaik**

**+1(571)339-9539 | nzask27@gmail.com**

**PROFESSIONAL SUMMARY**

* **7+ years** of professional experience in IT industry with extensive knowledge in **Business Analysis** and **Project Management.**
* Advanced grip on SQL with working knowledge in Business Intelligence (BI) environment.
* Knowledge of good documentation practices, composing LOEs, and co-ordination with team to get efficient results.
* Involved in requirements analysis, system analysis, design and testing phases of Software Development Life Cycle (SDLC) and in agile and structured methodologies

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| Project Methodologies | Agile(Scrum), Hybrid Agile, Waterfall |
| Business Modeling Tools | MS Visio, Concept Draw |
| Databases | Oracle, SQL server, PostgreSQL, Vertica, Big Query |
| BI | Tableau, SSRS, Google Analytics |
| Project Management | MS Project, MS SharePoint |
| Wireframes | MockFlow, Balsamiq, iRise |
| Defect Management | Jira, HP ALM |
| Environment | Java, SQL, HTML, UNIX, ServiceNow, Listrak, Salesforce |

**PROJECT EXPERTISE**

|  |  |
| --- | --- |
| ***Data Warehousing*** | ***CRM / Marketing Tools*** |
| ***Front End Application Development*** | ***Data Analytics*** |
| ***Data Modeling*** | ***Process Reengineering and Improvement*** |

**PROFESSIONAL EXPERIENCE**

**TARGET DATA** Chicago, IL

Sr. Business Analyst Dec 2016 – Present

**Project Overview**

Building **Campaign Profiles** and Executing **Digital/Mailing campaign.** Provide marketing intelligence to the clients for a 360 Degree view of their marketing strategies, campaigns and customers. I lead the efforts to **onboard new clients** and deliver **Marketing Intelligence Platform** product.

**Challenges**

* Understanding the requirements of the client and providing them a customized solution.
* Automating Campaign Management Process.

**Responsibilities**

* Conducted design workshops with leadership and business stakeholders to create product vision, strategy and roadmap
* Involved in strategic planning and implementation of the go-to-market strategy, created operating plan for competing priorities and directed research and marketing activities to achieve the growth objectives
* Lead the efforts to automate the manual processes involved in Campaign Management.
* Created execution plans, implementation timeline, use cases, process flows, wireframes, functional and design documents
* Extensive experience in leading projects through the full systems lifecycle from requirement gathering, gap analysis (from AS-IS to TO-BE state) through implementation of data analysis solution and providing meaningful insights.
* Project expertise in design and development of dashboards, analytical reports using Tableau
* Lead the data onboarding activities for new clients through various platforms like Salesforce, Listrak, MailChimp, Google AdWords and Google Analytics.
* Managed Weekly Campaign Execution operations for over 40 Clients.
* Lead the Marketing Intelligence Platform production and delivery process.
* Lead IT Projects and managed a team of developers and data engineers at onshore and offshore.
* Provided training to new project members.
* Collaborated with other teams to understand the need for IT development and prioritized projects based on the roadmap approved by business executives.
* Created knowledge base for future reference.
* Ensured quality through integration testing and overseeing User Acceptance Testing to ensure error-free product delivery.

**Hyatt Hotels Corporation**  Chicago, IL

Business Analyst May 2015 – Nov 2016

**Project Overview**

I was working on the Project called UPSELL. Whenever there is an upgrade in the room, at the Front Desk level or the Pre-arrival level, it was captured in this project at each property level in a detailed manner.

**Challenges**

* Integrate all the existing web channels into a single, best-in-class solution aligned with organization objectives and deliver superior customer services.

**Responsibilities**

* Gathered business requirements from business users, SME and stakeholders to understand their needs and requirements with respect to each of the hotel or properties.
* Worked with the project implementation team to validate the data by running the SQL queries and testing the data for each property/hotel before deployment in the UAT and production.
* Worked on Toad to run the queries, and to perform the monthly audit for all the properties.
* Wrote business process documents for monthly audit of properties, Upsell Fixed Charges, VAT multiplier document, upsell process flow document, comparing the opera and the cognos reports BRD.
* Validation was performed at various levels: VAT multiplier existed in all properties, package processing, fixed charges, setting of flags (Auto-fulfilled and Declined)
* Validation was performed in both UAT and Production environments.
* Was extensively using Microsoft excel for making spreadsheets whenever a property had to be re-run or had to be added to the upsell process/ upsell control process.
* Extensively used Microsoft Visio to draw various flow diagrams to be included in the process documents.
* Was entirely working on Toad database to run all the SQL queries to fetch all the data to use it for validation with the Tableau reports.
* I was working in Agile environment and a data warehousing environment to evaluate the business systems and document requirements.

**BB&T BANK**  Raleigh,NC

Business Systems Analyst Aug 2011 – Mar 2015

**Project 1 Overview**

The project involved in designing a **web portal application** for instant credit approval for online applications which enhances the customer experience with the Bank.

**Challenges**

* Upon providing the requirements, the system should be able to approve/reject application based on the business rules.
* If approved, systems should provide a virtual credit card with tentative credit limit.
* System should provide tracking details to the customer for tracking their application status.

**Responsibilities**

* Established a Waterfall centric system analysis methodology
* Conducted JAD sessions with Subject Matter Experts (SMEs) and Stakeholders to identify vital business and synchronize project expectations
* Assisted Project Manager by providing the Level of Effort (LOE) and conducting project Kickoff Meetings.
* Collaborated in building a system analysis process model using Rational Rose, Requisite Pro and Visio.
* Identified all necessary Business and System Use Cases from requirements and prioritized them, created UML diagrams including Use Case diagram and Activity Flow diagram
* Created and analyzed As-Is and To-Be models for their current credit card application system and conducted GAP analysis.
* Worked alongside with cross-functional teams to draft Business Requirements Document (BRD) and Functional Requirements Document (FRD)
* Developed different screen mockups and Wireframes using tools such as MockFlow and Balsamiq.
* Liaised with Architects and Solution Leads in preparation of High Level Design documents (HLDs) and blueprints.
* Managed changes to baseline requirements through effective application of change control processes and managed the overall test process according to Waterfall methodology
* Interacted with Technical leads and Developers to review Business and Functional requirements and resolved ambiguities, if any.

**Project 2 Overview**

The bank wanted to implement a new and improved **Fraud detection system** allowing for faster processing, quicker response time and thereby increasing the efficiency of the Compliance department.

**Challenges**

* Should notify customers about potentially fraudulent transactions.
* Automate Pay/No Pay decisions.

**Responsibilities**

* Worked on Agile (Scrum) software development methodology
* Created the Vision and Scope document supplemented by feasibility studies and Impact Analysis.
* Proactively communicated and collaborated with businesses to analyze informational needs and functional requirements and as a result, delivered the user stories resulting in a clearer understanding of the project deliverables.
* Coordinated User story mapping workshops to simplify User Stories into defined tasks and prioritized them in accordance to the business value
* Detailed UML diagrams to document fraudulent application workflow from Initial Application & Evaluation to Application Decision with Activity diagrams and Use Case Diagrams
* Wrote extensive SQL queries to improve data sourcing for the fraud detection system
* Synchronized with multiple teams and set a project road map including the release schedules and sprint schedules using MS Project
* Coordinated the Sprint Planning meetings and managed Product Backlogs and Release Backlogs with SCRUM team and Business owners.
* Documented the Test Cases derived from the Functional/Non-Functional Requirements.
* Liaised with executive management to evaluate project progress and created Burn-down charts and harmonized timelines to manage Release cycles.

**Education**

Master in Systems Engineering, NC State University

Bachelors in Information Technology, K L University