**Ravi Shankar Dasari**

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**Salesforce Business Analyst**

**Summary:**

* **Around 8 years** of experience as a Business Analyst dealing with versatile business solutions in domains like Healthcare, Insurance and Telecom.
* **4+** years of experience as **Salesforce Business Analyst** in Business Requirements Analysis, Requirement Gathering and Gap Analysis
* Experience with full Business Requirement Gathering, Gap Analysis, Business Process Management Life Cycle and Software Development Lifecycles (SDLC) utilizing the Rational Unified Process (RUP) and Iterative Method
* Extensive experience working on custom objects, custom fields, Pick list, and role based page layouts, Workflow Alerts and Actions, and Approval Workflow, Validation Rules, Approval Processes, Custom Tabs, Custom reports, Report folders, Report extractions to various formats, Snapshots, Dashboards, and Email generation according to application requirements
* Experience in using **BPM** tools and in creating **Crystal Reports**
* Strong Requirements gathering experience using **JAD Sessions** & **Conducting User Interviews**, and preparing functional documents like **Software Requirements Specifications (SRS)**.
* Experience in creating test cases from **Use Cases** such as Application Use Case, Business Use case
* Experience using **MS Visio**, **MS SharePoint**, **Rational Unified Process** (RUP), **and Advanced MS Excel**.
* Experience with **Requirement Traceability Matrix (RTM)**, **System Life Cycle** (**SLC**).
* Defined Test Cases, reviewing and maintaining Test scripts, analyzing bugs, interaction with team members in fixing errors and **User Acceptance Testing** (UAT).
* Expert in using MS Visio to create UML diagrams: Activity, Process, Sequence, and Use Cases.
* Responsible for developing **point of concepts** using **Balsamiq Mock up tool.**
* Manage the complete channel with real time, customizable reports and dashboards with the help of **PRM.**
* Knowledge of **Agile Technology**, writing user stories and Sprint planning for Scrum.
* Used Salesforce **PRM** to tract and register every lead and dealing in providing up to date information to the partners.
* Experienced in working with clients to map out their existing Business Processes and providing system-based solutions that increase efficiency and reduce operating costs
* Developed process enhancements through automations including Workflow, Approval Processes, and Escalation Rules.
* Provided customer with **serviceMax** to control and monitor field service activities to increase revenues, control cost, and turn post-sales service into a competitive advantage.

**Business Skills**

* Requirements Gathering.
* Business Definition Requirements.
* Business Processes research, analysis & documentation.
* Use Case Modeling & Analysis.
* Functional & Nonfunctional Requirements gathering.
* Gap Analysis and Risk Mitigation.
* Experience in different relational databases, designing and generating report.
* Experience in efficiently managing and leading a team

**Technical Skills:**

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| --- | --- |
| ***Project Management Tool*** | MS Project |
| ***Business Modeling*** | MS Visio, Enterprise Architect (EA) |
| ***Business Management Tools*** | Six Sigma, Process improvement |
| ***Defect Tracking Tool*** | Mercury Quality Center 9.2, JIRA. |
| ***Requirement Management Tools*** | Rational Requisite Pro |
| ***Salesforce.com*** | Workflows and Approvals Email Templates, Formulas, Validation Rules, AppExchange, Eclipse, and Salesforce.com. |
| ***Databases*** | Oracle 10g/9i, My SQL |
| ***Methodologies*** | Agile, Scrum |
| ***Operating Systems*** | Windows 2003/XP/2000/NT/98/95, MS-DOS, Linux. |
| ***CRM*** | Siebel 8.0/7.8/7.7, Siebel Client Applications, Siebel Tools, Configuration |
| ***Siebel Modules /Verticals*** | Siebel Finance, Siebel eCommunication, Siebel eClinical, Siebel Call Center, Siebel ePharma |

**Professional Experience:**

**Anthem Inc, Virginia Beach, VA January’13- Till date**

**Role: Salesforce Administrator/Business Analyst**

**Responsibilities:**

* Involved in Analysis, design, development and implementation of salesforce.com applications.
* Worked with Biz to obtain requirements thereby designed, implemented, unit tested, maintained, and troubleshoot the application.
* Having a good techno-functional knowledge on different products used by Client.
* Strong experience with Portal.
* Gaining complete channel visibility with the help of **PRM**, like Channel Deals, Channel pipeline, Direct and indirect sales, win and close rates.
* Experience with full **Business** Requirement and **Functional** Requirement gathering
* Experience in reviewing and editing program documentation and in developing system documentation
* Supporting **BAT** and **UAT** with testers.
* Identifying **Business** rules and documenting application requirements.
* Coordinated with team members and conducted departmental meetings to ensure project safety
* Coordinated with vendors and legacy application team for **integrating data flow** with Salesforce as centralized system.
* Give partners an easy way to register and Track every Lead and with the help of CRM.
* Integrated with legacy system using **REST API** to maintain Synchronization.
* Designed and developed retriggering rules and mechanism for data and transient errors.
* Built **custom sharing rules** and role hierarchies for 6000+ user base.
* Worked with Production support team and fixed the issues on On-Demand basis.
* Helping the client with Fund Management issues, Channel Budget Management, Partner visibility with the help of **PRM**
* Developed complex functionalities using APEX, VF and Javascript where appropriate
* Used Data loader to make bulk upload of client data.
* Prototyped the current system with requirement and presented **mockup** it with **Proof of concept** Design
* Developed custom search functionality for accounts and contacts using **SOSL**
* Enabled and used **API only user** for performing regular updates from legacy system using REST API.
* Designed and developed **Ticketing application** to handle production support incidents and bugs.
* Developed **triggers** for complex workflow rules working around the governor limits.
* Developed custom edit and detail page for accounts due to complex business requirements (immediately after making updates, legacy system window had to open respecting SSO).
* Created **multiple record types** based on the category of clients.
* Based on the business requirements, created multiple custom objects and fields (created lookup fields to maintain relationship between objects).
* Used **serviceMax** to provide perfect service delivery process, drive revenue growth to the customers.

**Environment:**Saleforce.com platform, Apex, Visualforce, Data Loader, HTML, Java Script, Workflow & Approvals, Custom Objects, Custom Tabs, Email Services, Security Controls, Sandboxes(Developer sandbox, Configuration only, Full sandbox) Eclipse IDE Plug-in, Windows XP.

Celgene Corporation, San Diego, CA November’11 – December’12

**Role: Salesforce Business Analyst**

**Responsibilities:**

* Managed team to implement the documented requirements and reports, assisting in all configuration activities
* Worked closely with Business Users and requirements gathering, analyzing the requirements, documenting the functional and non-functional requirements
* Responsible for integration and development project plans and designs for various releases like SIT, BAT, UAT and production Sandbox (environment)
* Performed one time data migration to get Accounts and Contacts data into salesforce.com.
* Coordinated work assignments with developers and Administrators throughout the product development life cycle.
* Experience using **BPM** tools like MS Visio, Six Sigma, Process management, etc…
* Delivered business process models and derived Process Improvement initiates that met IT application requirement process.
* Designed and developed workflow rules, validation rules, and customizations within SalesForce.com.
* Developed Apex classes, Visualforce components and extensions.
* Created various Reports (summary reports, matrix reports, pie charts, dashboards) to assist managers to better utilize Salesforce as a sales tool.
* Created templates, approval processes, approval page layouts and defined approval actions on them to automate the processes.
* Extracted the Salesforce CRM information into BI Data Warehouse using **Force.comAPI/Informatica** on Demand to provide integration with oracle financial information to perform advanced reporting and analysis.
* Integrated the **web services** by generating the necessary stubs from the **WSDL files** for extracting the data from external systems to display in the pages of salesforce.com
* Email to case functionality to helps customers get fast answers to questions and to receive automatic notifications when content of interest is created or updated. This feature ensured that the employees always received up-to-date information.
* Build applications using the Eclipse IDE.
* Used SOQL & SOSL for data manipulation needs of the application using platform database objects.
* Participate in design meetings and contribute to technical approach.
* Implemented search, filtering, and tagging features to make it easier for sales to locate relevant marketing content and documents in SalesForce.com CRM Content.
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Used the sandbox for testing to ensure minimum code coverage for the application to be migrated to production.
* Performed the roles of Salesforce.com Analyst/ Developer and Administrator in the organization.
* Customized information on accounts, contacts, and opportunities and tracked related tasks and activities.

**Environment:** Saleforce.com platform, Apex, Visualforce, Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, HTML, Java Script, Java, Web Services, WSDL, Sandbox, Eclipse IDE Plug-in.

**Comcast, Miami, FL October’10 - October’11**

**Role: SFDC Business Analyst**

**Responsibilities:**

* Worked jointly with Business Analysts in gathering requirements and implementing new functionalities and reports for scholastic.com
* Communicated with accountants, product managers and I/T staff regarding data requirements and business requirements involving new reports or applications.
* Maintained and provided support for existing tools and applications used in the analyses of information
* Worked with administrators to extract data as requested, performed analysis with the sales and marketing team to understand the company and sales growth
* Interfaced regularly with the senior management to produce timely & valuable results
* Documented detailed  user needs and program functions
* Developed Program Plan against Agile principles, for multiple simultaneous projects.
* Analyzed the business requirements, business logics and rules and translated them to use cases.
* Developed business models, designed the transactions, data flow and use case diagrams for website enhancements using Storyboarding.
* Reviewed the change requests and new requirements, ensure the business documents are updated.
* Reviewed test plan and developed test scenarios to ensure that the business scenarios are covered
* Participated in Joint application development (JAD) sessions
* Added alarm system to the dashboard to indicate the failures on the website
* Extensively worked with MS Office, MS Visio and MS Project for documentation; Assist with coordination, planning and scheduling during the project development and implementation phases
* Analyzed performance reports, point out the problem areas and troubleshoot the issues.
* Coordinated with Administrators, Business Analysts, Subject Matter Experts and QA Team.

**Environment:**Saleforce.com platform, Apex, Visualforce, Data Loader, HTML, Java Script, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Email Services, Security Controls, Eclipse IDE Plug-in, Windows XP.

**Qualcomm, San Diego, CA October’09 - September’10**

**Role: Business Analyst**

**Responsibilities:**

* Assisted Project Manager in developing Scope/Vision Documentation and Project Plan, tracking project progress.
* The Project was implemented based on Agile Scrum methodology.
* Utilized MS Project to present the project data in versatile views as Gantt charts, pivots, calendars, network diagrams and task sheets.
* Evaluated resource workloads, critical paths, bottlenecks, resource availability and resolved over-allocations.
* Created Business Requirements Document and converted into System Requirement Specifications Document tying well with the design
* Analyze existing interfacing systems and understand various technologies involved.
* Performed extensive System Analysis and Gap Analysis for the various business specifications
* Developed AS IS and TO BE models for business process mapping.
* Conducted data analysis, requirements gathering sessions and cost/benefit analysis in order to align information technology solutions with business initiatives.
* Responsible in Detailed analysis, plans, diagrams and verification procedures.
* Experienced in gathering, analyzing and documenting Functional requirements.
* Responsible for Bug free delivery of Sales and Service Oriented applications developed on (Salesforce.com) Force.com Platform.
* Responsible for maintain the Off Shore Teams and Onsite Teams.
* Manage ongoing support requests and administrative needs of users.
* Develop Reports, Dashboards, and processes to continuously monitor data quality and integrity
* Attended project meetings, Off-Shore meetings, release meetings and QA status meetings for the Project
* Assist users with report design and management.
* Actively involved in gathering specifications and requirements from development personnel prior to System Testing and developed detailed manual test scripts in HP Quality Center.
* Involved in performing the Unit Testing in the Apex based environment on force.com Platform.
* Writing the test cases and performing tests on Triggers and Visualforce Pages developed on force.com platform.
* Experienced in using Apex Data loader, for exporting and importing the data from SFDC.
* Performed testing on Custom settings and email notifications and email-templates.
* Testing the Security setting for users based on Profiles

**Environment:** MS Office (MS Word, MS Excel, MS PowerPoint, MS Visio), MS-Project, Windows 2000, SWOT analysis, Clear Case, Clear Quest.

**Visual Soft, India June’07 - September’09**

**Role: Software Analyst**

**Responsibilities:**

* Translated end user specifications into functional and technical design documentations
* Prepared accurate and detailed requirement specifications documents, user interface guides, and functional specification documents.
* Generate daily/weekly/monthly reports using Excel’s lookups and pivot tables
* Ensured documentation is accurate and meets standards for quality, coverage, format, and style
* Worked closely with Developers, System Engineers, and Project Managers to translate functional designs into technical design documents.
* Involved active interaction with network and development teams - business and technology teams
* Managed any change requests related to the working project plans daily to meet the agreed deadlines.
* Mapped Supply Chain Business Processes and liaised with consultants and users to ensure proper mapping and Seamless Interfacing.
* Assisted Developers in Data Modeling using Entity Relationship Diagrams (ERD)
* Used SQL queries to create/modify/delete data.
* Delivered system Use Cases for services and user interfaces
* Interacted with Technical Teams to prioritize Bugs and identify Design and Development Errors

**Environment:** MS Office (MS Word, MS Excel, MS PowerPoint, MS Visio), MS-Project, Windows 2000, SWOT.