Krishna

Sr. Business Systems Analyst

krishna.srbsa@gmail.com   Phone : 201-708-8565

SUMMARY

IT professional with over **8+ years** of Industrial experience in **Insurance, E-commerce and Digital Marketing.** Possess effective Communication, analytical and problem-solving skills with Creative Implementation Techniques.

- Highly skilled professional with industrial experience on standard Software Development Life Cycle (SDLC) methodologies like **Waterfall, Scrum, Kanban and Waterfall-Scrum Hybrid** and have decent understanding on Rational Unified Process.
- Proficient in **Stakeholder Analysis, Impact Analysis, Risk analysis, Change Management, Dependency Management, Conflict Management Cost-Benefit Analysis** and **Gap Analysis** includes **AS-IS and TO-BE** analytical techniques.
- Seasoned in facilitating **Scrum Ceremonies** including **User Story Workshops, Daily Scrum, Sprint Planning, Sprint Review, Sprint Retrospective** and **Backlog Refinement** meeting.
- Performed **Business Process Modelling (BPM), Analysis & Re-engineering** and providing solutions for issues relating to **Risk management** and **Solution Management** processes for better and efficient decision making in time.
- Expertise in designing, **Mockups, Wire Frames, Prototypes** and Power Point Presentation.
- Expertise in gathering and managing **Requirements** and tracked **defects** working with **Jira, Rally (CA Agile), SharePoint Enterprise 2016, HP Application Lifecycle Management (HPALM)** and **HP Quality Center (HPQC).**
- Proficient in conducting and facilitating **Joint Application Design (JAD) sessions and interviews, brainstorming sessions, questionnaire, Document analysis, focus group, workshops**, and Status Demo sessions.
- Proficiency in gathering requirements and transforming them into Functional and Non-Functional specifications.
- Proficient in **Object Oriented Analysis (OOA)** and well acquainted with **workflows** and **Unified Modeling Language (UML)** diagrams including **Use Cases, Activity charts, Sequence diagrams, ER diagrams and Data flow diagrams (DFD's)** using **Rational Rose and MS-Visio** thus assisting development team in preparing **Business Process Model**.
- Extensive experience in drafting and analyzing **Request for Proposal (RFP)** and **Request for Information (RFI), Business Requirements Document (BRD), Functional Specification Documents (FSD), Software Requirement Specifications (SRS)**, Use Case documentation and Requirement Traceability Matrix (RTM)
- Acquainted with **Relational Database Management systems (RDBMS), Meta Data Analysis programmed SQL Queries, business logics, Stored Procedures** and exposure to various databases and modelling techniques.
- Expertise in creating **ER Diagrams with Conceptual Data models, Physical Data models** by capturing the requirements.
- Extensive knowledge on **Data Warehousing architecture**, Implementation approaches, **schemas, dimensional modeling, Data Marts, Rapidly and Slowly Changing Dimensions, OLAP Cubes operations,** and able to perform **Reverse Engineering Analysis** interpreting the business requirements and identify the source systems.
- Proficient in drafting **Data Dictionaries, Data Mappings** and identifying various **Transformation**s ensuring the Data Integrity.
- Extensive experience over **ETL (Extract Transform Load)** process in Data Integration, Data Migration and Data Warehousing using **Informatica Power Centre, IDQ (Data Quality)** and **SSIS-SSAS-SSRS** with planning strategies and Management.
- Comprehensive understanding of Three-Tier Architecture and **Service Oriented Architecture (SOA), Web Services, APIs, REST & SOAP** using **XML, JSON, WSDL** and **UDDI**, with internet protocol suites like HTTP/HTTPS and FTPS.
- Decent exposure with **Administration, configuration, Implementation**, and **Data Loading process, Application Integration** in **Salesforce CRM, SOQL and SOSL querying** and Application development with Apex and visual force.
- Extensive experience in Declarative approach of Development by designing **Custom Applications, Objects, Fields, Access Matrix** ensuing the **Data Security** (at **Object level, Field level** and **Record level**), **Org Wide Default** (OWD) rules, **profile management, page layout, search layout, Import wizard, ER diagramming** and **Dependency identification**, licensing, Permission Sets, Email Templates, Automation of Outbound Message and emails, Role Based Page Layouts, Workflow Alerts and Actions, Validation Rules, Approval Processes, Field mapping, Custom Tabs, Custom Reports, Report Extractions to various formats, Audit Trail, Snapshots, Dashboards , Approval Flow Diagrams.
- Proficient in **Technical Writing** and API testing using **SOAP UI 4.5, Swagger and Postman 4.8.0.**
- Collaborate with **Quality Assurance** Team and well versed in conducting various testing like **Functionality testing, System Testing, Performance Testing and User Acceptance Testing (UAT)** and helped in developing **test plans** & **test scenarios.**
- Expert in preparing **Training manuals, Project Implementation Materials and Standard Operating Procedures**.

Regulatory-Compliances	Dodd-Frank Act- Consumer Protection Act, Workforce Investment Act, Health Information Privacy Model Act, and Risk Management & Own Risk and Solvency Assessment Model Act, PCI DSS, Fair Trading Act.
Insurance, E-commerce	Claim Management, Quotation Management, Billing Management, Policy Centre, Risk Exposures, Premium Calculations, Commercial and Personal Insurances, Unemployment Insurance, Life Insurance, Health Insurance, Property & Causality Insurance, Payment Verifications, Order Management.
Salesforce (Sales/Service/Marketing)	Outbound Messages, Workflow Approvals, Field updates, Reports, Custom Objects, Apex Language, Apex Trigger, Visual force Page, Component Controllers, SOQL, Apex Data Loader, Force.com Excel Connector and Force.com Eclipse IDE Plug-in.
Requirements Management	JIRA, RALLY (CA Agile), HP ALM 11.5
Reporting Tools	IBM Congos, Power BI, SSRS, ArcGIS, Tableau
Office Tools	MS Word, MS Excel, MS PowerPoint, MS Project, MS Visio, MS SharePoint 2013
Testing Tools	HP QC, Selenium, Load runner, Cucumber, SOAP UI 4.5, Swagger, Postman 4.8.0.
ETL Tools	INFORMATICA Power Centre, SSIS -SQL Server Integration Service, SSAS
Languages and Web Elements	HTML, SQL, CSS, JS, Python, Angular JS, XML, JSON, SOA, WSDL 2.0, UDDI, APIs and SLA.
Databases	MySQL, Postgre SQL, IBM DB2, Oracle 11g
Modelling & Designing tools	CA ERwin 9.5, MS Visio, Rational Rose, Smart Draw
Defect Tracking tools	Jira, HP Quality Centre, Team Foundation Server

EDUCATION

Bachelors of Technology - Jawaharlal Nehru Technological University

PROFESSIONAL EXPERIENCE

1. Germania Insurance, Brenham, TX	Sr. Business Systems Analyst	Feb 2017- Till date

The aim of the project to develop an Enterprise Level Information Intelligence System and there by integrate with Duck Creek Suit (Insights) and Salesforce CRM , which enables Risk Management Team, Actuaries and Decision Support Systems to perform Consolidated Geo-Special Analysis which helps in Managing the Risk in multiple line of business like Life Insurance, P&C Insurance for both Personal and Commercial policies and taking appropriate decisions in time further provides competitive advantages in Policy Pricing, Underwriting, Risk Exposure management, Catastrophic management, financial survival and Reinsurance Planning.

ROLES & RESPONSIBILITIES:

- Assisted the **project managers** in developing **project plan** that included **Project Schedules, Milestones tracking, and Meeting minutes** using **MS Project.**
- Created **Business Process Workflow** diagrams of Current and Expected System, using **MS Visio** and makes sure that both business and technical teams understand the process.
- Elicited business requirements by conducting **JAD sessions, Interviews, Focus Groups and Brain Storming sessions.**
- Drafted and Managed **Business Requirement Document (BRD)** and **Functional Requirement Specifications (FRS)** in **Share Point Enterprise 2016** and led the **Requirement Workshops** where the specifications get converted into **User Stories.**
- Created and maintained **Requirement Traceability Matrix (RTM)** correlating the system requirements **to functional-nonfunctional requirements** and then to **test cases.**
- Worked closely with **Data Analyst** Team and assisted in assuring the integrity of the collected data.
- Analyzed and drafted **Service Detailed documents** from **Web Service Description Language (WSDL).**
- Co-ordinated the Quality Assurance teams in **Application Programming Interfaces (APIs) testing** using **Postman 4.8.0** and assisted in **Technical Writing Workshops.**
- Proactively defined Reporting-Business Rules for **Business Intelligence Analysts** to expand on **KPI metrics**.
- Worked on **Relational Database Management systems (RDBMS),** programmed SQL Queries, Metadata Analysis and documented Data Dictionaries and Data Mapping Artifacts.

- Assisted **Quality Assurance Team** with **Test Plans, Test scenarios** and **Test cases.**
- Involved in System Integration **Test Planning**, **Test Preparation, Test Execution** and Issue Resolution and Report Generation to assure that all aspects of a Project are in compliance with the Business rules.
- Facilitated the **Pre UAT** (User Acceptance Testing) and **UAT**; assisted in testing and maintaining quality procedures such as Black box and Regression testing; created all the relevant documents for appropriate users.
- Created **User Manuals** with detailed list of parameters and system responsive screen shots.

Environment: Waterfall-Scrum Hybrid, Duck Creek Suit, TDD, Eclipse Mars 4.7, ArcGIS Enterprise 10.3, Share Point Enterprise 2016, JIRA, MS Visio, MS Project, SOA, RESTful, JSON, XML, Informatica Power Centre, IDQ, Postman 4.8.0 - API Testing, Oracle 11g, AWS, MS Office tools (MS Word, MS Excel, MS PowerPoint), MySQL Workbench.

2. Sun Life Financial, Boston, MA	Business Analyst/ Scrum Master	Jul 2015-Feb 2017

The project was to completely migrate the Legacy CRM Application on the Premises to the Salesforce CRM to reduce its footprint and overhead costs that comes up with infrastructure maintenance. As part of this vision, the organization wanted to integrate the migrated Application with the Enterprise Service Bus(ESB) with in a Service Oriented Architecture (SOA).

ROLES & RESPONSIBILITIES:

- Elicited business requirements for the project using **interviews, document analysis, surveys, site visits, use case scenarios** and used standard template of the organization to develop requirements.
- Gather the acceptance down time windows from **System Traffic Reports** and assist the project management team in Batch processing and Migration Strategy.
- Responsible for Stakeholder Analysis, Managing the requirements creating **UML diagrams (Use Cases, Activity Diagram and Class Diagram)** to capture and represent the dynamic behavior of different applications.
- Provided Administrative Support and created **Custom objects, fields- Leads, Marketing, Campaign, Dashboard, Sales, and Account for Salesforce**. Configured **security and organizational hierarchy** for sales for salesforce implementation.
- Involved in Design and development of **Workflows rules, Testing, triggers, validation rules** and customizations with Salesforce, **Configured Reports for custom objects** and associated them to Dashboard.
- Customized **page layouts** for Salesforce standard and customized **workflows, Approval process, objects, Dashboards, Out bound messaging services, Exception to OWD** (Org wide Defaults) as per the requirement.
- Drafted **Data Dictionaries, Data Mappings** Artifacts and identified various **Transformations** required.
- Involved in the **System Integration Testing (SIT)**, and perfumed Work Flow- Functionality testing validated Test reports.
- Worked on **API Documentation** and **Technical Writing** and supported ESB Integration Team on SOA.
- Facilitated the **Pre UAT** (User Acceptance Testing) and **UAT**; assisted in testing and maintaining quality procedures such as Black box and Regression testing; created all the relevant documents for appropriate users.

Environment: Waterfall-Scrum hybrid, JIRA, Confluence, MS project, MS office Tools (Word, Excel, PPT and Visio), Salesforce CRM, APEX, Data loader, Visual force, Webservices, Force.com IDE, Mule soft ESB, SOA, Guidewire Suit, XML, WSDL, SOQL.

3. Alaska DOLWD, Anchorage	Sr. Business Systems Analyst	Feb 2014-Jun 2015

The aim of project was to build an upgraded Data Warehouse System for Workforce Development Department, by extracting data from heterogeneous databases. The resulted data system comprised a single repository for data records spanning the full range of workforce systems, including unemployment insurance, apprenticeship training and the One-Stop Career Centers, enabled with better enhanced analysis, financial surveillance, budget allocation, expenditure tracking and consolidated reporting capabilities.

ROLES & RESPONSIBILITIES:

- Perused and finalized the ready ness of **Request for Proposals (RPF)** and assisted the Project Management Team in creating Response Documentation, Project Charters.
- Facilitated **JAD sessions** as **Moderator** and conducted **interviews, focus groups** with various **Subject Matter Experts (SMEs)** and **stakeholders, process reviews** and **policy & procedure reviews** to elicit requirements.
- Proactively participated in **LAND SCAPE Analysis** to identify the GAP between the current and expected system.
- Prepared **Business Requirement Document (BRD/HLD)** and assisted preparation of **System Requirement Specification (SRS)**. Further Analyzed, modified and validated requirement artifacts.
- Used **Reverse-Engineering techniques** to be identified the missing sources and attributes.
- Created **Business Use Cases** and built **Use Case Diagram** and **Activity Diagram** using **Smart Draw.**
- Collaborated with the **Data Architects** in **Designing & Modelling** the Targeted Data Bases.

- Highly involved in **Dimensional Analysis, Meta Data Analysis, System Catalog Analysis** and created **Data Dictionaries.**
- Assisted **Data modeling** process by creating **conceptual** and **logical ER diagrams** and designing **database schemas** to help development of an accurate **Data Warehouse Structure.**
- Assisted in **Source Data Analysis** and Extraction Strategy using **SSIS** as an extraction and integration platform.
- Created **Data Dictionaries** and **Data Mapping Documents (S2T Artifacts)** with all the required transformation logics.
- Worked with QA team to design and develop **Test Plan** and **Test Cases** to perform **User Acceptance Testing (UAT), Functional Testing** and **Regression Testing.**
- Assisted in Strategical Planning for **Data Integrity, Data quality** and adding **Data Verification** and **Validity t**o maintain accuracy and effectiveness of data.
- Involved with **Business Intelligence (BI) team** creating report catalogs and required parameters as per the requirements.
- Query **Multiple Data bases PostgreSQL, MS SQL** with **SQL queries and documents the analysis reports.**
- Collaborated with in **Test Planning, Test Preparation, Test Execution and Issue Resolution and Report Generation** to assure that all aspects of a Project are in Compliance with the Business Requirements
- Experienced in Logging and tracking the **defects using HP Quality Center**. Created an **error repository** and managed the testing process with the QA team
- Worked with **BI** team in creating the **Training Manuals** with **Standard Operational Procedure.** Helped the end users getting accustomed to the system by live demonstrations and system tutorials.

Environment: Waterfall, MS Office suit, SSIS_SSAS_SSRS, MS VISIO, MS Project, MS TFS, DWH Architecture, SharePoint, Erwin 9.5, MS SQL, POSTGRE SQL, Main frames.

4. Grange Insurance, Columbus, OH	Business Systems Analyst	Nov 2012-Dec 2013

The client is one of the leading providers of P&C and life insurance service. The project was about creating an application on the salesforce platform that tracks the customers interests searches on the Enterprise web site and connect it to CRM System data, so that the Marketing Management Team can pay attention to their prospect's interests.

ROLES & RESPONSIBILITIES:

- **Interacted with users and stakeholders** to identify business needs, evaluated solutions for business problems.
- Conducted **Joint Application Development (JAD) sessions** and **Requirement Workshops** (RW) with **Subject Matter Experts.**
- Configured **Data security** and **Organizational hierarchy** for Org salesforce implementation.
- Customized **page layouts, custom objects, fields, Dashboard, Sales**, and **Account**.
- Involved in Design and development of **Workflows rules, triggers, validation rules** and customizations with Salesforce.
- Administered Salesforce CRM applications for Sales, Marketing and Support Departments.
- Responsible for all the activities related to configuring **Import Wizards, Data Loader.io**, uploading data in CSV files into salesforce.com, checking for integrity of the data. Set up visibility securities like roles, profiles, field level securities.
- Created and maintained **Data Mapping Documents** and **Data Lineage Designs** in MS Excel and MS Visio.
- Designed and developed all **Use Cases and UML models** using **MS Visio.**
- Assisted in designed **Test Plans, Test Cases for Functional Testing, Load Testing and User Acceptance testing (UAT)** and assisted Quality Assurance Teams in tracking the issues.
- Provided the sophisticated user manuals and training material to the marketing team to create Product Demo videos.

Environment: AGILE Scrum, Guidewire Insurance Suit, SOA, MS project, MS office Suit, MS Project, MS Visio, Angular JS (SPA), IBM Web Sphere (Java application), Eclipse IDE Juno 3.8, Load Runner 11.5, Rally ALM, Apex Data Loader, Workflow Approvals.

5. Birla Sun life Insurance, Hyderabad	Business Systems Analyst	Feb 2012-Oct 2012

The project was to develop Highly Responsive Pages (HRP) and mount them on the Enterprise website with detailed demos of Improved Business Process of an Insurance Company. And further location of Visitors and details are tracked and connected to the existing CRM system which helps the Organization to transform their Prospects into Potential customers.

ROLES & RESPONSIBILITIES:

- Worked with **Subject Matter Experts**, Digital Marketing Analyst, Project Managers and Business Owners to understand the business process gather **Business Requirements** and identified enhancements.
- Conducted various sessions like **JAD Sessions, Brain Storming** and **Focus Groups** for eliciting pragmatic requirements.
- Drafted and Managed User Stories and Features and Create User story Dependency Matrix and Story mapping artifacts.
- Developed **Mock Screen** and **Wire Frames** and presented as **DEMO session** to the Primary Stakeholders.

- To automate **Cross Browser and Cross Platform** testing used **Selenium Testing Framework** for automated Web application testing and auto scripting.
- Responsible for meetings with users and stakeholders to identify problems, resolve issues and improve the process to ensure the system meets all the **goals of the project**.
- Produced visual models for the application using UML **MS Visio to create Use Cases, Sequence Diagrams.**
- Collaborated and negotiated with stakeholders in defining **project scope boundaries**.

Environment: SCRUM, MS Visio, MS Office Suite, AJAX Framework, Selenium Testing Framework, POSTGRE SQL, Apache Tomcat, Outlook, CRM Systems.

6. Snap Deal, Hyderabad	Business Analyst	Nov 2010- Jan 2012

The project was to enhance the Business Process of an E-commerce website with single-click Payment Processing System.

ROLES & RESPONSIBILITIES:

- **Interacted with users and stakeholders** to identify business needs, worked with **SME's** of diverse groups to gain detailed knowledge of E-commerce shopping.
- **Conduct JAD sessions** authored **functional Requirements Document (FRD).**
- Understood 3-Tier Architecture, Service Oriented Architecture**, Data base to applications connective Strings, Web Services, Application Servers, API, Web Servers.**
- Created Stake **Holder's Matrix, Mock Up screens. And Assisted UI team in Prototypes** with HTML, CSS, JS, bootstrap.
- Drafted **Traceability Matrix** for tracking the requirements aligned with the test cases.
- Identified all necessary **Business Use Cases** from requirements, created **UML Diagrams**
- **Worked as a team with other business analysts** to make an object-oriented model and created use cases.
- **Analyzed Business Requirements Document (BRD)** and used **Microsoft Project** to manage schedules, deadlines, and resources and collaborate on the project.

Environment: Waterfall-Scrum Hybrid, MS Office, HTML, CSS, JS, MS Project, MS Visio, UML, Test, SQL version 2012.

7. Myntra, Hyderabad	UX Designer	Aug 2009 – Oct 2010

The scope of the Project is to enhance the application for Ecommerce Platform for an online apparels and accessories.

ROLES & RESPONSIBILITIES:

- Translate concepts into **user flows, wireframes, mock-ups and prototypes** that lead to intuitive **user experiences**.
- Served as a liaison between business team and the UI team by assisting the business in identifying, understanding their intended look and Design of the Pages.
- Used **Photoshop and Balsamic** extensively to develop Designs and frames models.
- Collect and manage **User Experience Reports**/feedbacks of the former and competitor UX reports.
- Prepare **Customer Analysis Reports** based on the Targeted Demographics and Previous Transactions.
- Communicating **scenarios, end-to-end experiences, page layouts and Screen Designs with Cross Functional Teams**.
- Conduct usability tests on each independent page on the website and show case the reporting to the stakeholders.

Environment: Agile- KANBAN, Adobe Photoshop, Balsamic, MS EXCEL, MS Word, MS PowerPoint.