



SUMMARY

Results-driven Business Analyst with 5+ years of experience in business analysis, data analysis, and customer operations. Skilled in managing cross-functional teams, optimizing processes, and supporting executive leadership with operational oversight. Experienced in office management, vendor relations, and compliance. Proficient in tools like JIRA, Confluence, Excel, and Tableau.

Certifications & Awards

- "CSPO" - Certified Scrum Product Owner
- Scrum - Advanced
- Agile Project Leadership
- "SuperStar of the Quarter 3" 2023 - Award of recognition for the outstanding performance and dedication in exceeding all expectations.

PROJECTS HANDLED

1. Daikin North America

Client: Daikin

Role: Product Owner

Type of Project: Business Analysis and Product Management

Business domain: Air Conditioning Solutions

Tools: Tableau, Excel (with VBA), PowerPoint, Salesforce, Sift, JIRA, Confluence, Smartsheets

Other: Vendor Management, Compliance, Scheduling, Reporting

Description:

Delivered 15+ product features on time, contributing to a 15% increase in customer satisfaction. Optimized workflows, reducing project delivery time by 20%.

- Managed the product backlog, gathered and refined requirements, and communicated with stakeholders to align business goals with customer needs.
- Collaborated with cross-functional teams to define product vision and roadmap, prioritized features based on business value, and ensured timely delivery of high-quality products.
- Managing and prioritizing the product backlog
- Translating product managers' strategies to development tasks and learning the customers' and market's requirements
- Evaluating feedback at each iteration.
- Working to help create and maintain various digital tools documentation.
- Organizing, and bringing all of the documents/data into a collaborative space.
- Helping various other business admin/design and selection tools tasks.
- Serve as a liaison between business stakeholders and technology teams.
- Participate in system testing, user acceptance testing, and validation of implemented solutions.
- Present findings, recommendations, and project updates to various audiences.
- Recommend process improvements and assist in their implementation.
- Working with different internal teams and different tools to help maintain Database when new products are released.

2. EZ Texting

Client: EZ Texting

Type of Project: Compliance Analysis

Business domain: Telecom

Tools: Salesforce, Sift, and Elastic

Team Members: 5

Role: Customer success operations and Compliance analyst

Description: Reporting to the Research Lead and managing a team of 4 Associate Research Analysts. My duties and responsibilities include:

- Ensured compliance with a mass media texting platform by conducting regular audits, implementing necessary changes, and collaborating with cross-functional teams to ensure adherence to industry regulations and company policies.
- Ensured adherence to the United States Telephone Consumer Protection Act (TCPA)
- Educated and trained customers and companies on US TCPA regulations to ensure compliance

- Maintained compliance by promptly responding to tickets and meeting KPIs
- Successfully implemented auto data categorization and segregation using Sift, resulting in efficient data management and streamlined workflows.
- Identified root causes and developed workflows to protect customers and the platform

3. Johnson & Johnson / Janssen

Client: J&J, Janssen

Type of Project: Media analysis

Business domain: Pharmaceutical

Tools: LexisNexis, Critical Mention, Excel, PowerPoint.

Team Members: 15

Role: Media Analyst

Description: To Identify and drive process improvements, including the creation of standard and ad-hoc reports. Ran statistical analyses within the software to process large datasets. Compiled, cleaned and manipulated data for proper handling. Analyzing press releases, as well as broadcast coverage and assessing the effectiveness of the media campaign.

CAREER SYNOPSIS

Business Analyst	Mar '21 - Present
Capestart	Nagercoil, India
Operations Associate	Jul '20 - Feb '21
Byju's	Bangalore, India
Customer Support Expert	Jul '19 - Dec '19
24/7 Customer Pvt. Ltd	Bangalore, India
Business Communication officer	Jan '18 - Jun '19
Sultan Cement Agencies	Nagercoil, India
(self employed)	

EDUCATION

MBA	Jan '22
Annamalai University	Tamilnadu, India
BBA	May '17
Bangalore University	Bangalore, India

TECHNICAL SKILLS

Operating Systems - Microsoft windows Tableau Excel Powerpoint Salesforce Sift Elastic JIRA Power BI

KEY SKILLS

Multitasking Project Management Team leadership Team Management Strategic Communication Business Analysis

Data Analysis Requirements Management Agile Methodologies Documentation and Presentation

Empathy and Emotional Intelligence Product Management Agile Methodology Product Management