Shivani Verma

Phone
7218776141

Email
sv38634@gmail.com

Linkedin Id:
https://www.linkedin.com/in/shivani-verma-b73036138/

Core Competencies

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical skills

- Documentation Tools: MS Suite.|
- Prototyping & Wire frames Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool:- JIRA
- Reporting Tools: Power BI, & Tableau

Education:
Post Graduation Diploma in Management (PGDM)

Certificates:
Certified IT Business analyst from IIBA(EEP)

Soft Skills:

- Negotiation Skills
- Stakeholder Management
- Time Management
- Problem solving
- Adaptability
- Interpersonal skills

Language

English

Hindi

Business Analyst

Career Objectives
Dynamic **Business Analyst with 3 years of experience** specializing in requirements gathering, process optimization, and data analysis across diverse industries. To leverage my analytical skills and experience as a Business Analyst to contribute to innovative, data-driven solutions within a forward-thinking organization. I aim to enhance business processes, optimize workflows, and support decision-making that aligns with organizational goals and promotes continuous improvement.

Profile Summary

- In-depth knowledge of **SDLC in various phases (i.e waterfall & agile)**
- Proficient in **Waterfall Model: Gathered requirements** using **Elicitation Techniques** and **prepared BRD, FRD, SRS prepared RACI Matrix, BCD, created UML Diagrams** and Prototypes and requirements tracking through **RTM well versed with UAT handling Change Request.**
- **Expert in Agile Scrum:** Creation of **user stories** and Added Acceptance Criteria, BV & CP, Sprint & Product Backlogs conducted various **Sprint Meetings**; Sprint & Product Burndown charts ensured DOR and DOD checklist
- Additionally, leveraged **non-BA experience in project coordination and cross-functional communication, enabling efficient team collaboration and operational support.**

Work Experience

Queenified Inc: January 2023 — May 2024
Functional Business Analyst

Project: CRM System for Queenified – Mrs. India PageantEvents |Agile|
Project description:
Developed a custom CRM solution for Queenified, an event company specializing in organizing Mrs. India pageants. The CRM was designed to streamline event management, improve participant engagement, and enhance data-driven insights.

Role: BA   8 Month
Responsblities

- Interacted with the **stakeholders and gathered requirements** by using various elicitation techniques.
- **Created user stories** with appropriate acceptance criteria with the assistance of the Product Owner. Added user stories into **product backlog using the JIRA tool**.
- **Participated in sprint ceremonies** to remove road blocks in the project.
- **Participated in product planning and UAT** to successfully deliver each sprint component.
- Identified and addressed process gaps in participant registration, scheduling, and communication to optimize workflows.
- **Leveraged CRM analytics** to provide actionable insights for participant tracking, engagement metrics, and post-event feedback.
- **Conducted training sessions** and provided ongoing support to ensure smooth CRM adoption by internal teams.

Franchise India Brand Limited   January 2020 — August2020
Brand Development Manager

Project: Cake Story Franchise Expansion Strategy |Agile|
Project description:
Worked as a Business Analyst and Consultant for Cake Story, a cake baking business, to develop and implement a strategic plan for franchise expansion. Collaborated with third-party web development teams to develop a robust online platform, facilitating seamless franchise onboarding and customer engagement.

Role: BA
Responsblities:

- Contributed to product planning and coordinated with a third-party development team for web functionality, while **participating in UAT** to ensure successful feature delivery for the cake baking company.
- Supported strategy expansion efforts by advising on new website functionalities and integration options to support business growth.
- **Conducted market research** to identify potential areas for franchise expansion, analyzing demographic and competitive factors.
- Developed and documented business model recommendations for franchise operations, including financial projections and operational guidelines.

XDBS Corporation   October 2018 — April 2019

Senior Demand Generation Executive

Project: Stakeholder-Centric Demand Generation Initiative | Waterfall |

Project description:

The Stakeholder-Centric Demand Generation Initiative aimed to enhance XDBS's demand generation capabilities by aligning business objectives with stakeholder needs. The project focused on gathering comprehensive requirements, improving communication between business and technical teams, and streamlining the documentation process to drive efficient project execution and achieve impactful results.

Role: BA

Responsblities:

- Conducted sessions with stakeholders to **identify and document business needs for demand generation**, ensuring a clear understanding of project objectives and outcomes.
- **Developed detailed BRDs** outlining the project's objectives, scope, and deliverables to align with organizational goals.
- **Created FRDs** with precise, actionable specifications for technical teams to guide development.
- Acted as a primary point of **contact between business and technical teams, facilitating smooth communication and clarifying expectations.**
- **Managed stakeholder relationships**, proactively addressing inquiries, incorporating feedback, and ensuring project requirements were met.
- **Collaborated with cross-functional teams** to support project development, addressing challenges and identifying opportunities for process improvement.

ICICI Prudential   March 2018 — September 2018

Key Relationship Manager

Project: Data-Driven Solutions for CRM and Operational Efficiency in Key Insurance Product

Project description:

This project aimed to address a decline in the performance of a key insurance product across various branches by conducting a thorough root cause analysis and implementing improvements in CRM processes.**Using Power BI dashboards**, the team gathered, analyzed, and presented real-time data to facilitate decision-making, empowering stakeholders with clear visibility into key performance indicators (KPIs) and underlying issues impacting performance. Requirements were meticulously documented to align improvements with operational and strategic goals.

Role: BA

Responsblities:

- **Created Power BI dashboards** to present insights and **key performance indicators (KPIs) to stakeholders.**.
- **Provided data-driven insights to support decision-making** and prioritize areas for process enhancement.
- Delivered actionable insights to reduce inefficiencies in CRM processes and boost customer satisfaction.
- Enabled data-driven decision-making through Power BI dashboards, providing real-time visibility into key performance metrics.
- Conducted comprehensive **root cause analysis to uncover underlying issues** affecting product performance and customer satisfaction.
- **Collaborated with cross-functional teams** to gather detailed business requirements and ensure alignment with organizational goals.

Markets and Markets® Research Private Ltd   February 2017 — February2018

Client Engagement Partner

Project: Learning Management System (LMS) and e-Library Portal | Waterfall |

Project description:

The LMS was developed to provide an integrated platform for online learning and resource management. This system aimed to facilitate digital access to educational content, streamline course management, and enhance the user experience for students and educators

Role: Business Analyst
   Responsibilities:

- Conducted Enterprise Analysis and under the assistance of a senior BA in **creating a Business Case Document**, conducted Stakeholder Analysis, and prepared RACI Matrix.
- Gathered requirements from business heads using **Elicitation Techniques** and created a Business Requirements Document (BRD).
- **Translated BRD into Functional Requirements Document (FRD)**, Collaborated with the technical team, and prepared SRS Document.
- Created UML diagrams and wireframes to visually represent requirements using **MS Visio, Balsamiq, and Axure**.
- Created and maintained RTM throughout the project.
- Assisted in Testing Team by preparing **Test Case Scenarios and ensured the UAT** was successful.
- Conducted detailed **requirement gathering sessions with stakeholders** to document functional and non-functional requirements.
- Analyzed business needs and translated them into clear, comprehensive specifications for development teams.