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Core Competencies:-

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

Technical skills:-

- Documentation Tools: MS Suite.
- Prototyping&Wireframes Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io.
- Database:SQL
- Project Management tool:-JIRA
- Reporting Tools: PowerBI, &Tableau.

Domain knowledge:-

CRM.

Education:-

Bachelor of Technology in Chemical Engineering (MVGR college of engineering) 2016-2020

Certificates:-

- Certified IT –Business Analyst IIBA[COEPD]
- Sales Course Certification With MYXP team.

Career object :-

Results-driven professional with 3 years of overall industry experience, including 2 years as a Business Analyst. Experienced in **ERP systems, process optimization, and lead management**, with strong knowledge of power tools operations. Skilled at translating business requirements into actionable insights and enabling data-driven decision-making. Committed to enhancing operational efficiency and supporting sustainable organizational growth."

Profile summary:-

- In-depth knowledge of **SDLC** in various phases (i.e Waterfall & agile)
- **WaterfallModel**: Gathered requirements using Elicitation Techniques and prepared **BRD, FRD, SRS** prepared **RACI Matrix**, BCD, created **UML Diagrams** and **Proto types** and requirements tracking through **RTM** well versed with **UAT** handling **Change Request**.
- **Agile Model**: 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.
- Experienced in identifying growth opportunities, creating strategies, and driving revenue through targeted business efforts.
- Skilled in building strong client relationships, providing tailored solutions, and ensuring long-term business success.

Work Experience.

Company name: - MAKITA POWER TOOLS | Dec24 – Present |

Designation: Sales Engineer

Project name:- | CRM | Agile

Project description:-The Lead Management System project for Makita Power Tools focused on streamlining the process of capturing, tracking, and managing leads from dealers, distributors, and end customers. The goal was to enhance conversion rates, improve communication between sales teams and service centers, and boost overall sales efficiency through digital automation and data-driven insights.

Role:-Business analyst

Responsibilities:

- Facilitated Agile ceremonies, including **Sprint Planning, Daily Stand-ups, Sprint Reviews, and Backlog Grooming**, to ensure smooth coordination between stakeholders, sales teams, and the development team.
- Gathered, analyzed, and prioritized requirements using **MoSCoW and user story techniques**, aligning ERP functionalities with Makita's lead management and dealer engagement objectives.
- Developed detailed **Business Requirement Specifications (BRS)** and **Software Requirement Specifications (SRS)** for Sales and Dealer Management ERP modules.
- Conducted **GAP Analysis** between manual sales processes and the proposed automated system, identifying opportunities to improve lead follow-up, quotation tracking, and performance reporting.
- Led **User Acceptance Testing (UAT)** sessions with regional sales teams to validate system functionality against operational and business goals.
- Utilized **Jira and Confluence** to manage user stories, document process flows, and track project progress, ensuring transparency, alignment, and Agile compliance across departments.

Soft skills:-

- Client handling skills
- Excellent communication
- Analytical skills
- Leadership skills
- Presentation skills
- Requirement gathering

Language:-

- Telugu
- English
- Hindi

Awards/achievements:-

- Client Relationship Excellence Award in Nxtwave technologies

Achievement in Nxtwave technologies :

- Improved client satisfaction by 30% and retention by 25% in one year.
- Potential Client Acquisition Award in Sioniq tech privet limited

Achievement in Sioniq tech privet limited :

- Boosted lead generation by 25% in six months across Andhra Pradesh.

Achievement at Makita Power Tools:

- On boarded 8 new dealers in 6 months, resulting in a 40% growth in monthly billing and stronger market presence across Andhra Pradesh.

- Drove sales growth by identifying new business opportunities, managing dealer networks, and providing technical solutions for Makita power tools.
- Delivered product demonstrations, offered technical guidance, and trained dealers and end-users to ensure proper application and customer satisfaction.
- Coordinated with internal teams for quotations, order fulfillment, and market feedback while maintaining accurate sales records and performance reports.

Company Name :- SIONIQ TECH PRIVATE LIMITED | Nov23-Nov24 |

Designation: Business Development Executive

Project Name:-|CRM| Waterfall

Project Description:The project aims to implement a CRM system tailored for The jewelry industry, focusing on efficient inventory management, enhanced customer satisfaction, and streamlined sales processes. This solution will support personalized marketing, data-driven insights, and improved decision-making to modernize and optimize business operations in the jewelry sector.

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 wire frames to visually represent requirements using MSVisio, Balsamiq, and Axure. Created and maintained RTM throughout the project.
- Align project objectives with business goals and track progress using KPIs and RTMs.
- Identify business process improvements and propose solutions for better efficiency.
- Conduct requirement workshops, present business cases, and lead product demos to convert leads.

Company Name: NXTWAVE DISRUPTIVE TECHNOLOGIES PRIVATE LIMITED | August 2022–October 2023 |

Designation: Community Building Associate.

Responsibilities:

- Qualified outbound leads and gathered business requirements through interviews and workshops .
- Asked pertinent questions and offered advice to elicit requirements by understanding stakeholder needs and pain points .
- Customized calls to leads and tailored business solutions to specific business needs and challenges .
- Generated sales-qualified leads and documented as well as prioritized requirements for project development .

- Maintained the CRM database and managed requirements documentation while tracking changes using business tools like Jira and Confluence.
- Collaborated with internal teams to ensure alignment between client expectations and project deliverables.
- Assisted in preparing Business Requirement Documents (BRD) and Requirement Traceability Matrices (RTM) for internal tracking.
- Provided insights on process improvements and supported project managers in planning and execution activities.

