# Satyaki Deb

## Consulting Business Analyst

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### Contact

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[Satyaki Deb | LinkedIn](#)

### Key Skills

User Story Writing
Functional Validation
Process Flow Diagramming
Backlog Refinement/ Grooming
Internal & External Stakeholder
Management
CRM Data Analysis & Loading
JIRA Project Management
Secondary Market Research

### Certifications

Salesforce Certified Administrator
Salesforce Sales Cloud
Consultant
Foundations of Business Analytics
- Great Learning

### Industry Specifications

Non-Profit (Biomedical Services)
Life Sciences & Healthcare
(Biopharmaceuticals)
Technology, Media, Telecom
(Digital Entertainment)
Financial Services (Investment
Advisory)

### Profile

Analytical, Inquisitive, Process-Oriented & Agile business analyst with 7+ years of broad experience in technology & consulting space with strong communication, leadership & task prioritization skills. Experience in client facing roles supporting business operations and digital transformations & implementations.

### Experience

*October 2022 - Present*
Sr. Business Analyst • Exavalu India • Kolkata, West Bengal

➔ Liaised with clients and onsite functional architect and understood AS-IS business operations
➔ Identified client pain points and drafted TO-BE state client requirements through user stories
➔ Mapped out future state solution business benefits against current pain points
➔ Performed competitor analysis of features for new product development of strategic product offerings
➔ Developed & Optimized pricing/ licensing models for new product launch
➔ Created an advanced break-even model to pinpoint the sales volume needed for profitability, ensuring product viability

*July 2021 – October 2022*
Consultant • Deloitte Digital USI Consulting • Kolkata, West Bengal

➔ Strategically crafted Gherkin-format User Stories from wireframes, collaborating with clients and Onshore Functional Leads
➔ Conducted Gap analysis to bridge current processes with desired outcomes, enhancing client processes
➔ Presented refined features, driving impactful client demonstrations and strategic test data creation for UAT phase
➔ Delivered succinct weekly progress reports derived from JIRA data, maintaining transparency for clients
➔ Reviewed & suggested test scripts written by the quality assurance team for consistency of flow and structure

## Project Specifications

Hospital Sales Contract
Assessment Discovery & Design

Patient Engagement Platform
implementation using Salesforce
Experience Cloud

Out-of-the-Box Solutions for
Advertising Sales
Leveraging Salesforce' Sales
Cloud

Investment portfolio digital
platform implementation using
Salesforce Experience Cloud

## Languages Known
English
Bengali
Hindi

→ Created business process flows and wireframes to enable the technical team in developing new feature requirements

*August 2015 – August 2020*
Associate Consultant • Infosys Limited • Pune, Maharashtra

→ Led the Offshore Functional Point of Contact role, meticulously orchestrating Salesforce story configurations to align with precise business requisites
→ Collaborated closely with the Onshore Functional Lead to finesse Gherkin-format user story refinement, enriching project clarity
→ Curated comprehensive 'Train The Trainer' presentations, empowering clients to skillfully educate application end-users
→ Conducted impactful product demonstrations, empowering client-side trainers to navigate the application adeptly and leverage its full potential
→ Streamlined the Product Backlog and curated a prioritized Sprint Backlog in collaboration with the Product Owner and Scrum Team
→ Assumed the role of interim Scrum Master, generating insightful Burn Down and Velocity charts in JIRA that were communicated to clients to enhance resource tracking during sprints
→ Led comprehensive Functional and UI testing with the team, identifying critical cross-platform defects for a seamless user experience across Windows, iOS, and Android
→ Collaborated with Onshore Functional Lead and Client to comprehend and document agreed-upon migration data
→ Designed data mapping, including transformation logic and data cleansing for 'dirty' data, preparing for integration into the CRM system
→ Executed sample data loading across multiple Salesforce instances using Data Loader and SF Workbench, addressing load errors in partnership with Technical and Functional leads

## Education

*July 2021*
Post Graduate Program in Management - Great Lakes Institute of Management, Chennai
Specialization – IT & Operations, Marketing
GPA – 2.82 / 4

*July 2015*
Bachelor of Technology – Heritage Institute of Technology, Kolkata
Specialization – IT
GPA – 7.12 / 10

## Achievements

→ Chosen within the upper 2% of 4000+ applicants for the Infosys Bridge2ACON program, facilitating lateral transition from Technical to Process & Domain Consulting
→ Initiated proactive collaboration with cross-functional teams to uncover user story and functional dependencies, while identifying potential risks that could extend project timelines
→ Achieved a score in the top 0.5 percentile in CMAT, 2020
→ Recognized by Infosys CSR (SPARSH) for notable contributions to socio-cultural initiatives at the DC level

## Extra-curricular Activities

Core Committee Member, Infosys SPARSH (CSR)

→ Organized Blood Donation Camps at Infosys, Pune campus, with 1200+ participants
→ Orchestrated 'Joy Of Giving' event, involving ~350-400 employees and 5-6 NGOs
→ Enabled awareness, collection, and impactful distribution of donations

Coordinator, Heritage Institute of Technology

→ Volunteered for and successfully organized a National Entrepreneurship Network (NEN) meet, drawing a participation of over 30 aspiring entrepreneurs.

Volunteer, Deloitte US-India Consulting

→ Prepared mathematics' training materials for students during Impact Day '21
→ Prepared and reviewed user stories as part of Digital Customer units' Firm Initiatives