

# Apurva Pratik

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## Profile Summary

7 years & 10 months of experience in **E-commerce, Retail, B2B(Payments) & Field service management**. Efficient in Business Analysis, Requirement Gathering, Project management and Process optimization. Have experience in Business Reporting, Data Analytics, Data Visualization and has a strong background in solving complex business problems in client facing scenarios. Seeking a dynamic role in consulting domain where I can leverage my knowledge, creativity and analytical skills.

## Relevant Career Experience

- 7 years & 10 months of experience in E-commerce, Retail, BFSI & Field Service domain with expertise in business analysis, requirement gathering & documentation, application design, development and testing
- Experience in gathering, analyzing and documenting requirements, analyzing existing systems, mapping and documenting interfaces between legacy and new systems, understanding software development lifecycle
- Have worked and has a good understanding of Salesforce Service Cloud, Community Cloud, ServiceMax & Marketing Cloud
- Good knowledge of Workflow Rules, Objects, Fields, Email Templates, Live Agent, Layout Changes, Roll up Summary Fields, Lookup Fields, Email Studio, Social Studio
- Understand data exchange between provider system
- Worked across all the stages of software development cycle, from requirement gathering to design specification, development, testing and deployment
- Proficient in business/system writing (functional requirement specifications, features in software requirement specification, parts of design document, epics, stories)
- Experience in conducting GAP Analysis and Impact Analysis of the proposed system
- Excellent understanding of both Waterfall and Agile business process models
- Committed team player and capable of working on tight project delivery schedules and deadlines
- Proficiency in prioritizing and multitasking to ensure that assignments are completed on time
- Demonstrated willingness, interest, and aptitude to keep learning new technologies and acquire new skills
- Excellent communication and interpersonal skills improved greatly because of daily interaction with stakeholders in defining and clarifying projects/business needs.

## Skills

Technical Expertise	Business Domain Expertise	Process Experience
Languages: Oracle PL/SQL	E-commerce, Retail, B2b(Payments) & Field Service	SDLC (Waterfall, Agile)
Tools: Requirement Management - PPM Database- DB2, SQL Software Collaboration – Jira, Kibana, RabbitMQ	Good Knowledge of how the Customer Relations is managed for Retail Sector through Salesforce.	Salesforce – Service Cloud, Community Cloud, ServiceMax, Marketing Cloud

## Professional Accolades

- Was awarded with the GEM of GMU Award for successful completion of the first Agile sprint for the client in November 2014

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## Academics

Degree	Year	Institute, University/ Board	%/CGPA
PGPM (IT/Operations & Business Analytics)	2016	Great Lakes Institute of Management, Chennai	3.21/4
B. Tech (Electronics)	2012	NMIMS university, Mumbai	3.11/4
A.I.S.S.C.E(CBSE-12)	2008	Rajhans Vidyalaya, Mumbai	76.40%
A.I.S.C.E(CBSE-10)	2006	Rajhans Vidyalaya, Mumbai	87.80%

## Live/ Academic Projects

- **Empirical project:** "Study of in-house delivery system vs. third party delivery system for the E-commerce business"
- **Market Research project:** "What drives brand loyalty in consumer durables"

## Certifications

- Salesforce **ADM-201**
- Salesforce **Service Cloud Consultant**
- Salesforce **Platform Development-1**
- Salesforce **Marketing Cloud Email Specialist**
- Salesforce **Social Studio Specialist** (Discontinued by Salesforce)

## Other Achievements

- **Winner of GLIM Cricket Tournament** (Sep 2015)
- **Coordinator for Green Committee** (involved in promoting green practices inside the GLIM campus)
- Was among the **top 10 teams** in India in the Wolf of Chalk Street Competition

## Professional Experience

### Accenture Strategy

Aug 2019 – Till Date

### Management Consultant

The objective of the project is to rollout Salesforce Service cloud in the different geographies for the client & to ensure that the end users are properly trained & onboarded to Service Cloud

- Creation of the Salesforce Service Cloud Training Materials for the self-study of the trainers & end users
- Conducting the training session for the trainers & end users on the Salesforce Service Cloud features
- Working with the development team to Roll out new features & Salesforce Integrations
- Working with the stakeholders to modify & optimize the Salesforce training process for different rollouts
- Creation & updating of Reports which can be used by the team leads to track the progress of the self-study of the end users

The objective of the project was to create a digital transformation solution of the existing process for the vendors who assist the client to perform the Field service management activities. The process also needed to be integrated with the clients existing field service management process

- Gathering & Analyzing requirements from the client to design & create solutions
- Creation of the functional design documents for the client's business processes & requirements
- Leading sessions with the development team to resolve queries about business scenarios during

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the development phases

- Assisting the testing team to create test scenarios & scripts for UAT testing
- Conducting & leading sessions to demonstrate the completed development activities to the Client

The objective of the project was to integrate & develop new functionalities for the client's B2B payment system & also ensure smooth functioning of the system.

- Creation of the functional design documents for the client's business processes & requirements
- Supporting the sales team to onboard new customers on client's system
- Assisting the development team to resolve issues faced by the customers on the Client's payment system
- Creation of the daily dashboards for analyzing & reporting of business KPIs.
- Creation & performing of monitoring activities for the key categories of the Client's payment system

**Infosys Limited**

**June 2016 – July 2019**

**Senior Associate Technology Consultant (Salesforce)**

The objective of the project is to add new functionality, integrate with other systems & maintain the smooth functioning of Salesforce service cloud implemented for the client.

- Perform POC's and Gap Analysis for the integration of new functionalities with existing client's system
- Lead sessions with business users to understand and document their new requirements and devise Out of Box Configurations or Customizations for the requirements
- Responsible for proper documentation of exceptional customer requests and subsequent resolutions to maintain their records for future references
- Leading of a team of 4 individuals which is responsible for providing solutions for production issues and ensuring smooth functioning of Salesforce Service Cloud
- Working along with different business stakeholders on creation & analyzing of different Salesforce Reports to gather valuable insights which will be beneficial for business decisions
- Participated in sprint planning, review and retrospective and daily scrum calls
- Worked with Development team to share requirement details and query resolution
- Point of Contact for performing Business UAT and providing sign-off to development team
- Assisted development of business cases and defined sprint scope & objectives
- Provided estimates for requirements elicitation, documentation and review activities
- Established documentation templates that were going to be used for the project
- Participated in status meetings and other leadership activities for the project
- Established sign-off and transition processes
- Created weekly status reports for internal and business purposes
- Prepared the understanding document and the lessons learnt of all system issues which would be useful for the future references
- Conducted domain and technical knowledge transfer sessions across offshore and onshore teams

**Infosys Limited**

**September 2012 – April 2015**

**Senior System Engineer**

The objective of the project was the successful transfer of financial data received from the different branches of bank from across the World into the main ledger of the bank daily in the production environment

- Responsible for gathering and documenting business requirements from client and providing the end deliverables
- Was the technical point of contact for the client was responsible for performing root cause analysis and providing solution for all live production issues
- Performed the role of Release coordinator for critical Production Releases and was responsible for smooth functioning of all deployment activities
- Involved in designing & implementation of Value-adds which led to significant time & cost savings

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for the client

- Point of Contact for having communication with the client and acted as an offshore team lead for 2
- Individuals
- Conducted domain and technical knowledge transfer sessions across offshore and onshore team

## Strengths

- Analytical and Problem-Solving Skills
- Critical thinking
- Team Player
- Positive Outlook

## Key Interests

- Playing cricket, football & badminton
- Watching movies & TV series
- Travelling