**Kishan Tej Karicherla, MBA, M.S in Analytics**

281-203-8335 |ajay@NS2IT.com| Boston, MA - 02139

**Sr. Business system analyst**

**Business Analysis | Client engagement | Product Management | Business Intelligence | Market strategy**

**TOP 5 Strengths by Clifton StrengthsFinder**

**Ideation/Command/Activator/Individualization/Achiever**

 **Professional Profile & Achievements**

Analytical Business management professional with 5+ years of professional experience in creating and implementing data-driven business analysis, opportunity analysis, marketing and business intelligence initiatives. Extensive work experience in B2C and B2B industries with expertise in eCommerce, mobile banking, mobile app adoption, consumer insights and business intelligence. Adept in using **AGILE & SCRUM methodologies** for fast-paced results. Business-minded data strategist with a unique understanding of market research that informs the successful development and launch of new products and services.

**Areas of Expertise**

* Requirements Elicitation & Gathering
* IoT Cloud Product Management
* Requirements Validation
* User Acceptance Testing (UAT)
* Data Analysis, AI and Market Research
* Analysis Tools (SQL, Python, SAS, SPSS, R)
* Project Management (JIRA, Asana)
* Software /Product Development Lifecycle
* CRM (Salesforce, HubSpot)
* Data Visualization(BI Tools)
* Agile Methodologies
* Project Scope & Risk Analysis
* BPMN Framework
* Cross- Functional Team Management
* Business Operational Strategy
* XML MAPPING

**Technological Competencies**

Microsoft office, MS SQL Server, Advanced Excel, AHA, **Jira**, Tableau, **DOMO**, R, Advanced **SQL**, Statistical Modelling, Regression Analysis, **Microsoft Visio**, Salesforce**, Atlassian tools**, Power BI, **SharePoint** , Zeplin, Clarabridge, Google Analytics

**Career History**

**Bank of America |Boston, MA Oct’2020-Present**

**Business System Analyst**

**Project Description:** The bank provides a range of retail and commercial banking services to businesses and individuals. The project was to maintain and improvise the bank's mobile banking system by updating features and providing easy banking options as offered by online portfolio systems.

* Analyzed the current systems in place and evaluated their use and scalability in developing this system.
* Performed Gap Analysis by identifying existing technologies, documenting the enhancements to meet the end state requirements
* Conducted interviews and questionnaire sessions with the stakeholders for gathering requirements and evaluation/analysis of their data to convert the business requirements into functional specifications and prioritized the requirement as a High, medium and low
* Facilitated JAD session follow-up for Project Plan updates, gained consensus for UAT requirements
* Authored Business Requirements Document(BRD) with project teams. Extracted, discussed, and refined business requirements from business users and SMEs
* Created Business Use-Case Model and Business Use-Case specifications after accessing the status and scope of the project and understanding the business processes
* Used MS Visio to design and develop Use Cases Scenarios, Use Cases Models, Activity Diagrams, Sequence Diagrams, and State chart diagrams.
* Completed logical Data Modeling and Normalized Data Model.
* Created attributes for each requirement like priority, status, cost and difficulty and provided one-to-one, one-to-many parent-child relationships between requirements of the same type.
* Designed mock-up User Interfaces to communicate visual data flow to the end-users
* Designed and implemented SQL queries using joins, unions, outer joins, group by and aggregate functions to extract data from different databases (Oracle, SQL Server) for reporting and validation
* Produced Functional Specifications and led weekly meetings with technical teams to discuss outstanding technical issues and deadlines that had to be met
* Used MS Project to schedule and track the activities in the project. Documented Requirement Traceability Matrix (RTM) in Requisite Pro through test cases
* Mapped the designed URLs for the RESTful APIs to the business requirements. Scripted business rules for the web service, and assisted in drafting agreements for various web methods in XML format
* Worked with QA team to prepare master test plan, test strategy, test cases, and test scripts to perform functional testing, GUI testing, system testing, performance testing, stress testing, sanity testing, regression testing, and supported user acceptance testing (UAT)

**SharkNinja Operating LLC | Needham, MA**

**IoT AGILE Product Specialist (Mobile System) Jan’2020- Sep’2020**

Owned the iterative **Program**  for the system slated for launch in 2021, driving consumer research and analysis to gather insights that inform the creation of targeted and appropriate product development and product launch.

* **Lead Programs with clients to elicit technical and business requirements** for the product in collaboration with cross-functional teams including Engineering, Delivery, Customer Service & Marketing teams and documented them.
* Identified Market opportunities and improvements for existing products with detailed research and analysis reports by providing both Qualitative & Quantitative data evidence.
* Created **user stories and use-cases** to cross-functional teams for a better understanding of the Business rules, product vision and requirements.
* Performed **stakeholders analysis** including clients to validate the product understanding from their perspective and to verify whether it is matching with the existing requirement gathered documents by conducting **questionnaires and interviews and** prioritizing them.
* Provided **Business recommendations** by performing exploratory data analysis to understand the product performance and to evaluate the areas of improvement by measuring data from various sources like google Analytics, Web, and Consumer reviews
* Engaged in performing the **gap analysis** to identify existing systems and documenting the enhanced optimization processes.
* Owned **User acceptance testing** (UAT) by collaborating with the QA teams for preparing test cases, scripts, system testing to implementation and to provide those detailed results to the cross-functional teams before it gets deployed
* Performed root cause analysis to understand the ‘bugs’ in the product, and reproduced them to engineering and software development teams, in a manner that’s understood technically and is actionable.
* **Groomed Product backlogs** in the Sprints and managed multiple projects simultaneously in the **JIRA** board.
* Provided **Business recommendations** by performing exploratory data analysis **using Advanced SQL & BI tools** to understand the product performance and to evaluate the areas of improvement by measuring data from various sources like google Analytics, Web, and Consumer reviews.
* Owned market intelligence and competitor research to become the **SME** (subject matter expert) to understand market trends, consumer mindset, and industry discussions that provide insight into Market place and the world of consumer-packaged goods.
* Member of Core Product team the **Shark IQ Robot – “The Best Overall Product Vacuum -2019” -by Wired**

**Grayparot Solutions| Bengaluru, India**

**Sr. Business System Analyst, Jun’ 2017- Jul’2018**

**Point-of-sale (POS) Enterprise Cloud Software System development (SaaS Product)**

* Assisted Product Leader to develop an entire **ERP system solution from design to implementation**, by working with the cross-functional teams and introduced it to the respective market segment.
* Owned **Business Requirements Document** with delivery teams(SME’S) and revised it until approved my all the key stakeholders.
* Owned requirements elicitation processes and documented all functional and non-functional requirements using the different market research methods and business analysis techniques. Managed Business Procedures and flows documents in **BPMN** (Business Process Model Notation) Framework. Prepared **Use case diagrams, UML diagrams** using the tools like Visio (Microsoft) to design the systems architecture .Mapped the designed API’s & URL’s using the XML format
* Experience in writing user stories and acceptance criteria in GHERKIN format following INVEST agile methodology.
* **Lead the sprint planning to groom user stories, evaluate acceptance criteria, estimate and assign story points**.
* Conducted brainstorming and design thinking workshops for new product features with cross-functional teams of business sponsors, program managers, system integrators, development, and testing team.
* Facilitated JAD sessions with **QA engineers and developers for UAT testing** by designing test cases and in the execution of it.
* Developed the strategic product road map including sales strategy, with executive leadership to create the overall vision.

**HCL Technologies Ltd, India**

**Senior Executive (Business Consulting & Analysis) Apr’ 2015 – May’ 2017**

**Aerospace & Banking Industry**

* **Owned Consultation and business analysis** for multiple projects. Performed **Opportunity Analysis, Business research, Strategy Analysis** & Market assessment for Aerospace & Banking clients
* Managed key accounts including Boeing, Airbus, Deutsche bank & other (combined more than 30 million USD) and played a prominent role by providing pre-sales consultation. Supported and guided Sales and Delivery teams in bid qualification and deal evaluation.
* **Collaborated with internal team members, to prepare project scope, project plan estimates, construct solution & Business case-studies in alignment with customer requirements. Built value-driven customer responses to RFP’s (Request for Proposal), RFI’s (Request for Information), and Sales collaterals to the Executive board.**
* Developed **Business Use-Case Model** and **Business Use-Case specifications** after accessing the status and scope of the project and understanding the business processes
* Managed high profile customers like Boeing, Airbus, Deutsche bank by engaging them throughout the Project life cycle with time to time meetings. Won a business deal with a major **Aerospace company, USA, with a deal value worth USD 12MN**. This has been a strategic win in my Business development Career and brought in a new logo for the organization.
* Organized and hosted 12+ customer visits at CXO and VP level for key clients at HCL Offices.

**Ultratech Cement Ltd, Bangalore, India**

**Management Intern, Manufacturing Industry Feb’ 2014 – Jun’ 2014**

* Measured the customer satisfaction score and suggested the company, its areas of improvement and high penetration sectors which help them to improve business, from prospective clients.
* Performed Qualitative interviews & analysis at the client locations and identified the operational issues of the supply chain of the products.

**Godavari Consulting Engineers & Constructions, India**

**Project Associate May’ 2012 – Jun’ 2013**

* Performed data management and records keepings of the multiple projects in a structured way to support all the phases of the project developments by preparing documentations.
* Closely monitored the budget expenses of the projects and provided the monthly reports to the senior management.
* Communicated with the clients to identify and define the project objectives, scope and the requirements.

 **Education and Competencies**

**Northeastern University, Boston, 02115 MA**

M.S in Analytics (Evidence Based Concentration) |Full-Time Program, Apr’2019 - Dec’2020

**IBS Business School (AACSB), India**

M.B.A, Full-Time Program, Jun’2013 - Mar’ 2015

**Andhra University, India**

B. Tech in Computer Science, Full-Time Program,Aug’2008 - Jun’ 2012

 **LinkedIn:** [www.linkedin.com/in/kishan-tej-karicherla](http://www.linkedin.com/in/kishan-tej-karicherla)