

# Aarthi Perumalsamy

## BUSINESS ANALYST

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### SUMMARY

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- **Business analyst with more than 6+ years** of demonstrated experience in the **e-commerce, healthcare, and financial services sectors**.
- Expertise in full project lifecycle management, from comprehensive requirements gathering to successful **User Acceptance Testing (UAT) and deployment**.
- Proficient in **Agile methodologies**, ensuring efficient sprint planning, regular reviews, and retrospectives for optimal team collaboration.
- Adept at leveraging tools such as **Jira, Confluence, and Tableau for project tracking, collaborative documentation, and insightful data visualization**.
- Skilled in developing and managing various documentation types, including **BRD, FRD, SRS, Test Plans, User Stories, use cases and User Guides**, ensuring clear communication between technical and non-technical stakeholders.
- Extensive involvement in **user-centric design and Creating wireframes, prototypes, and UI specifications** using tools such as **Axure and MS Visio**.

### SKILLS

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<b>Methodology:</b>	SDLC, Agile, Waterfall, Kanban
<b>Languages:</b>	Python, R
<b>Database Management:</b>	SQL, MS XS, MS Excel, Requirements Traceability Matrix (RTM)
<b>Documentations:</b>	FRD, BRD, SRS, User Guide, User Stories, Use cases
<b>Project Management Tools:</b>	MS Project, MS Excel, MS SharePoint, Asana, Trello, Rally
<b>Visualization Tools:</b>	Tableau, Power BI
<b>Business Analysis:</b>	Cost/benefit Analysis, Impact Analysis, GAP Analysis, Risk Analysis, SWOT Analysis
<b>Tracking Tools:</b>	Jira, HP Quality Center, Rational ClearQuest, RTM
<b>Cloud Computing Platforms:</b>	Snowflake, Google Cloud Platform
<b>ERP Planning &amp; CRM:</b>	SAP, MS Dynamics Nav, Salesforce, HubSpot
<b>Technical Skills:</b>	KPI, UAT, Test Plans, Alteryx, Requirement gathering, Google Analytics, Data Analysis, MS Visio, JAD, MS 360, Web XP, Software development & testing, Data Modelling, Database Knowledge, Business Intelligence (BI) Tools, Process Mapping, User Experience (UX) Understanding, Quality Assurance (QA) Knowledge, Prototyping
<b>Soft Skills:</b>	Time management, Leadership, Management, Problem-solving, Negotiation, Decision-Making, Documentation, and Presentation, Verbal communication, Sprint Planning

### EXPERIENCE

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#### Capital One, TX

Aug 2022 – Present

#### Business Analyst

- Led a cross-functional team in implementing a credit card rewards program enhancement, increasing customer engagement and loyalty.
- Conducted a comprehensive analysis of credit card transaction data to identify patterns and trends, leading to targeted marketing strategies for different customer segments.
- Understanding gathered business requirements, supporting transaction processing, and conducting requirements analysis using a Use Case driven approach to produce detailed use cases for all the interfaces.

- Conducted several Requirement Gathering Sessions (RGS) for gaining detailed requirements and translated Business requirements to functional and technical language with the help of Use cases.
- Analyzed Requirements and created Business Requirements Document (BRD), Functional Requirements document (FRD) and Use Case Specifications using Requisite Pro.
- Prepared system requirement specifications (SRS), system design document (SDS), traceability matrix (RTM), and testing strategy.
- Designed and developed Use Cases, Activity Diagrams, Sequence Diagrams, using UML and Business Process Modeling and Employed Excel for in-depth data analysis, including the use of pivot tables, charts, and advanced formulas.
- Implemented Agile methodologies for project management, conducting regular sprint reviews and retrospectives to enhance team collaboration.
- Conducted thorough data analysis using SQL and Excel to extract meaningful insights related to credit card usage, auto loan portfolios, and banking transactions.
- Worked with business intelligence tools such as Tableau to visualize and communicate data-driven insights to stakeholders.
- Utilized Jira for project tracking and Confluence for collaborative documentation, facilitating communication across cross-functional teams.
- Documented UML Activity Diagram to define the To-Be Business Processes and documented UML State Diagrams to define the Work-In-Progress (WIP) Statuses of clients and accounts.
- Partnered with QA team to create test scenarios, test plans and test cases based on requirements and functional specifications. Conducted User Acceptance Testing (UAT).

**Optum, TX**

**Nov 2019 – Jul 2022**

**Business Analyst**

- Contributed towards enhancement of a telemedicine feature, facilitating virtual patient consultations, and expanding access to healthcare services.
- Collaborated with healthcare professionals to gather and document business requirements for system enhancements and new features.
- Conducted JAD sessions, meetings, workshops to gather requirements from various stakeholders and SMEs.
- Facilitated all Aspects of scrum framework, including product backlog, release backlog, sprint planning session, daily scrum meeting, sprint reviews and sprint retrospectives.
- Utilized Agile Software Methodology using Scrum framework. Actively participated in creating the user stories and prioritizing user stories along with tracking of burn up, burn down charts to estimate sprint delivery.
- Facilitated Joint Application Development (JAD) Sessions for communicating and managing expectations, and to discuss the different ways and means for the integration of rational tools with the current system.
- Identified UI requirements, created Wireframes, Prototypes and UI specification using Axure.
- Analyzed, documented, and managed requirements in a format that was easily reviewed and understood by both businesspeople and technical people using MS Word.
- Responsible for defining Functional Requirement Specifications following the Agile methodology using HP Quality Center and designed wire frames and activity diagrams using MS Visio to outline the “To-Be” screens and “To-Be” processes.
- Created interactive dashboards with business intelligence tool Tableau to give stakeholders a visual understanding of healthcare indicators.
- Customized Jira boards to align with healthcare project workflows, improving visibility and transparency for the team.
- Improved operational efficiency by modeling and optimizing healthcare operations using BPMN (Business Process Model and Notation).

**Info Edge, India**

**Jul 2015 – Nov 2017**

**Business Analyst**

- Used Waterfall methodology process by analyzing business requirements and understanding the functional workflow of information from source systems to destination systems.

- Conducted market research using tools such as SEMRush and Google Analytics to identify trends and improve Jeevansathi.com's market positioning.
- Conducted extensive stakeholder interviews to gather business requirements for new features and system enhancement and documented detailed functional specifications and user stories using tools such as Confluence.
- Executed SQL queries to extract and analyze data, providing insights into user behavior and system performance and worked with large datasets to identify patterns and trends.
- Developed comprehensive test plans and executed UAT for software releases, ensuring alignment with business requirements.
- Designed and developed all Use Cases and UML models. Developed Sequence Diagrams, OOD using Rational Rose and Requisite-Pro for requirement traceability.
- Managed and tracked change control process of requirements and design changes. Documented the changes, issues and their impact on the system design and delivery.
- Communicated with management concerning development process within areas of assigned responsibilities using MS Share point MOSS.
- Worked extensively to write use cases, functional requirement case diagrams, activity diagrams, sequence diagrams, and state diagrams based on UML methodology and business process flow diagrams using MS Visio.
- Created User Requirement Specifications (URS), Business Requirement Document (BRD) and Functional Requirement Specifications (FRS) documents.
- Utilized the Confidential Office Suite (Project, Word, Excel, PowerPoint, and Access), for the creation and management of requirement documentation, project plans, and schedule.

## EDUCATION

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**Bachelor of Engineering in Electronics and Communication** – Anna University, Chennai, Tamil Nadu, India

## CERTIFICATION

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- <sup>TM</sup> forum Career Business Development manager
- ITIL Foundation -ITSM service Management V4