**Name: Geethikaa**

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**Professional summary:**

* A result-driven and proven analyst with several years in Media, and Entertainment industry with focus on Business, Market Analysis, Product Management and Execution. A strong pragmatist with clear focus and thorough knowledge of Project Plan, Business Processes, Business Requirements gathering, Process Flows, SQL, UML Modeling, and related processes. Skilled in eliciting user requirements, stakeholder management, and translating business needs into data, functional, and usability requirements, enabling successful project and product delivery.
* Certified in Tableau desktop certificate and AWS Cloud Practitioner Certificate
* Experience in using product lifecycle management (PLM) is the process of managing the entire lifecycle of a product from its conception through design and development.
* Business Analysis experience includes conducting JAD sessions, elicitation, requirements gathering, documentation (Project Charter, BRD, FSD), process mapping (use cases, activity diagrams, ERDs), compiling detailed project plans (to include resources, deliverables, requirements, milestones, review points), and developing test plans and test case scenarios
* Profiled the data quality for Oracle, MS SQL server Management studio and Informatica Data Explorer.
* Analysis and project management experience in the Broadcast Media verticals.
* Experienced as a Data Management System Consultant in areas of Customer Relationship Management, Sales & Distribution, Materials Management and Service Management
* Proficient knowledge of Complex PL/SQL queries using clients like TOAD and SQL Plus
* Experienced in Business Process Mapping, Business Analysis, and Quality Assurance, excellent analytical skills to understand the business processes and functionality, requirements and to translate them to system requirement specifications (SRS), developing functional specifications for business process refinement and automation, data modeling, creating scope documents, and conducting feasibility studies.
* Skilled in Mapping Business processes, Scenarios and Rules into Data Management System.
* Experience in performing Gap Analysis and Impact Analysis (feasibility/risk analysis).
* Experience in decision making analysis such as cost-benefit analysis, return on investment, risk assessment, SWOT analysis, and business intelligence.
* Developed Test Cases from Use Cases, reviewing Test Plans to ensure Use Cases accurately reflect Functional and User Interface testing (Manual and Automation Testing using Quick Test Professional and Quality Center)
* Experience in decision making analysis such as cost-benefit analysis, return on investment, risk assessment, SWOT analysis, strategy canvas, and business intelligence
* Good communication skills collaboration & am building skills, ready to work with new team employees, flexible to work in different project levels.

TECHNICAL SKILLS

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| Operating Systems : | Microsoft Windows 95/98/2000/NT/XP/2002,2010 Mac OS, UNIX |
| Databases & Tools : | MS SQL Server 2000,2005 MS Access, Toad and Oracle 9i,10i |
| Languages : | SQL, VBScript, UML |
| Web Technologies : | HTML, XML and HTTP concepts, Web 2.0 |
| Software : | MS PowerPoint, MS Project, MS Visio, |
| Quality Management : | Quick Test Professional, Quality Center and Bugzilla |
| Methodologies / Frame work: | Rational Unified Process (Rational Rose, Requisite Pro, ClearCase, ClearQuest), Data Modeling, Business Modeling, Use Case Diagrams, State Diagrams, Sequence Diagrams, Activity Diagrams and Class Diagrams, Waterfall. |

**Professional Experience:**

**Client: Time Warner Inc., New York City, NY Sept 2021 - Present**

**Role: Business Analyst  
Roles and Responsibilities:**

* Worked on product requirements, defining Scope of Project, business requirements, and following Unified Modeling Language (UML) to meet the commercial business needs using Agile Methodology
* Gathered requirements from stakeholders and product team that gave a clear idea of the requirements to the development team
* Produced box office and revenue ultimate’s reports for President of Warner Bros., forecasting final expected box office and revenue of films in each international territory.
* Coordinated all digital media ads and print efforts as well as on-air promotions and ad sales efforts in a direct-to-consumer marketing campaign
* Designed and implemented SQL queries for QA testing and report / data validation
* Responsible for customer communication management, digital asset management, forms processing, Information Rights Management, compliance
* Helped product manager and team to interpret customer business needs and translate them into application and operational requirements
* Created data models and oracle business process mapping (BPM).
* Creatively gained buy-in with client business units, department heads, clinicians, vendors by mapping requirements definition to business requirements, to information systems requirements, to success criteria, to acceptance.
* Received or created briefs, evaluate, schedule, coordinate approvals and delivery of all marketing, programming and linear ad sales requests for on-air graphics, promos, print ads, show packages and digital media efforts based on the job requirements, availability of personnel and deadlines.
* Analyzed business requirements and segregated them into Use Cases and activity diagrams using Rational Rose according to UML models thus defining the Data Process Models
* Effectively conducted in daily stand-up meetings, retrospectives and pre-demo and sprint demo sessions.
* Conduct data analysis using SQL & Excel as part of requirements analysis and to assist data quality teams.
* Interacted with the developers for resolving the reported bugs and various technical issues
* Conducted GAP analysis to document “AS IS” and “TO BE” system
* Conducted functional walkthroughs, User Acceptance Testing (UAT) sessions, and assisted the development of User Manuals for customers
* Developed test scenarios and implemented test plan. Involved in generation of test data inputs for both positive and negative scenarios for regression testing
* Dealt with tradeoffs (Triple constraint) and managed conflicts and issues throughout the project
* Developed project delivery schedule, managed projects and identified resources to successful completion.

**Environment:** Agile, MS-Visio, MS-Excel, Microsoft Project, Oracle, Toad, Mercury Quality Center, Java, J2EE

**Client: Walgreens, Deerfield, IL April 2020 - August 2021**

**Role: Business Analyst**

**Roles and Responsibilities:**

* Assisted in the creation of the vision document and the implementation of plan during the inception phase.
* Member of management team leading conversion activities for Supply Chain project (SCM) mainly focusing on warehouse management system (WMS) and other supply chain operation including interface and functional testing of SAP R/3 MM and SD module.
* Efficiently managed the various release activities for deployment of code successfully across the enterprise.
* Prepared Release Schedules (Major, Minor, QFE, and Hot fixes).
* Managed delivery of 2 Major Releases, 3 Minor Releases, and 5 Hot Fixes.
* Negotiated Release dates with and submitted RFCs using GFSChange.
* Defined approaches and configured sales and marketing modules for this new CRM implementation.
* Help define or advise on Sterling OMS technical architecture to meet business requirements for the Sterling OMS and related enterprise systems (e.g., webstore, CRM, DW/BI, etc.)
* Conducted interviews and work sessions with users to define, clarify and gather requirements.
* Discussed wire frames with the UI team regarding different controls on the pages
* Design and implement highest-quality software application solutions using Sterling OMS modules
* Discussed with the Technical Architect the High-level design of the system and designed the Entity Relationship Diagram (ERD) to give an outlook to the developers and the IT team members.
* Created Detailed Use Cases, Use Case Diagrams, and Activity Diagrams using MS Visio and MS Excel.
* Maintained project plans using an ACCESS Database, tracked module changes via ENDEVOR and provided production support

**Environment:** MS SQL server 2000, HTML, Sterling OMS, ASP.Net, MS Visio, Rational Requisite PRO, ColdFusion shopping cart, Windows, MS Office suit, Rational Rose, Test director.

**Client: Anicalls India Private Limited, India May 2017 – December 2019**

**Role: Business Analyst**

**Roles and Responsibilities:**

**Responsibilities:**

* Conducted formal interviews, Live Meetings and JAD sessions with business users and matter experts.
* Designed and developed Use Cases, Activity Diagrams and Sequence Diagrams using UML.
* Documented, identified, organized, and tracked the requirements using Rational Requisite Ro.
* Responsible for creating document customer requirements clearly using Word, Visio diagrams, flowcharts, use-cases and swim lane diagrams and other established tools and techniques.
* Created Data Flow Diagrams (DFDs), ER diagrams for data modeling and Web-page mock-ups using MS Visio for acceptance from end users.
* Defined project milestones, schedules, and monitored progress using MS-Project, creative pro-office and modified, updated the project scheduled plans as required.
* Conducted Asset Management, Risk Analysis of the Requirements and Traceability focus areas of the various projects and worked with the project team to help them identify the high-risk areas.
* Worked extensively on both inbound and outbound transactions, creating test cases for multiple transaction types including 837, 835, 276, 277, 270 271
* Claim validation and Pend/Denied Claims Analysis for the Health plans Medicaid programs.
* Worked closely with the technical team to look up for the best possible solution on requirements by keeping business needs and technical constraints in mind.
* Managed the upgrades and conversions of all Data Center Requirements.

**Environment:** Windows, Java, XML, HTML, Oracle, SQL Server, MS Visio, Rational Requisite Pro, MS Office Suite.

**Client: Ship rocket, India Feb 2016 – April 2017**

**Role: Business Analyst**

**Roles and Responsibilities:**

* Worked as business analyst to support the design and implementation of the revenue reconciliation project
* Participated in identifying the User requirements by working with number of key individuals from business and IT
* Conducted requirement-gathering meetings, prepared meeting minutes after each Iteration cycle and followed-up on agreed action items
* Responsible for writing functional specifications and use cases for the application
* Developed use case diagrams, use case models and class diagrams based on UML methodology
* Utilized Rational Unified Process (RUP) to configure and develop process, standards, and procedures
* Managed and provisioned the intranet portals, extranets, and websites by Quality Center.
* Conducted software quality assurance, including requirements management, test management and business process testing for IT and application environments using Quality Center
* Analyzed, documented, and managed requirements and changes to requirements using Rational Requisite Pro.
* Utilized the Shell testing tools for testing applications and User Interface.
* Supported various combinations of enterprise website requirements using MS SharePoint
* Developed and maintained Requirement Traceability Matrix (RTM)
* Performed ad hoc analysis of business situations, issues, and problems
* Created dashboards, metrics, analytics, goals, alerts using Business Objects XI enterprise edition to streamline processes and procedure.
* Created Real time statistics available to Upper Management – via “Dashboards”.
* Building templates and dashboards for customized views of the data specific to each group and line of business.
* Conducted Previews and User Acceptance Test (UAT) sessions with the marketing team.
* Devised extensive E-mail marketing campaigns regularly & kept a track of positive as well as negative feedback for improvisation.

**Environment:** RUP Methodology, Oracle 10g, J2EE, Rational Rose, MS SharePoint, Rational Requisite Pro, Clear Quest, Quality Center, Microsoft FrontPage, Unix shell