



P SINGA RAM

Business Analyst



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EDUCATION

MBA (Marketing)
BAMS (Bachelor in
Ayurvedic Medicine and
Surgery)

CERTIFICATIONS

- Lean Six Sigma Black Belt from CBEMG, Bangalore
- Business Analyst Training from COEPD (IIBA Endorsed Education provider)

DOMAIN KNOWLEDGE

- CRM Solutions for **Healthcare, Insurance, and Life Sciences**
- HealthCare (**Patient Management, EHR Integration**)
- Insurance CRM (**Claims Processing, Policy Management**)
- **Life Science**

SOFT SKILLS

Communication & Interpersonal Skills:

- Clear and Concise Communication
- Stakeholder Management
- Collaboration
- Empathy

Analytical & Problem-Solving Skills:

- Problem-Solving
- Analytical Thinking
- Decision-Making
- Attention to Detail

Organizational Skills:

- Adaptability
- Requirements Gathering and Documentation
- Leadership
- Facilitation
- Proactive

LANGUAGES

- English, Hindi, Telugu, Odia

CAREER OBJECT

Result-oriented **Business Analyst with 5+ years** of experience in requirement analysis, process optimization, and stakeholder management, backed by **16 years in Sales & Marketing**. Skilled in translating business needs into actionable insights to drive efficiency and growth. Seeking to leverage analytical expertise in a dynamic, data-driven environment.

PROFILE SUMMARY

- **Business Analyst with 5 years of experience** in **SDLC methodologies** (Waterfall & Agile), driving **business process improvement, requirement analysis, and stakeholder management**.
- **Waterfall**: Expertise in **business requirements gathering, BRD/FRD documentation, gap analysis, impact assessment, stakeholder communication, functional specifications, UAT coordination, and end-to-end project execution**.
- **Agile**: Skilled in **user stories, backlog grooming, sprint planning, JIRA, Confluence, wireframing, process modeling (UML), cross-functional collaboration, and continuous improvement**.
- **Sales & Marketing (16 years)**: Proficient in **market research, client relationship management (CRM), sales forecasting, competitive analysis, business development, and revenue optimization**.
- Strong analytical skills with expertise in **data analysis, SQL, reporting, dashboard creation, workflow automation, and KPI tracking**.

CORE COMPETENCES

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

TECHNICAL SKILLS

- Documentation Tools: **MS Suite., Confluence**
- Prototyping & Wire frames Tools: **Axure & Balsamiq**
- Modeling Tools: **MS Visio, Draw.io**.
- Database: **SQL**
- Project Management tool:- **JIRA**
- Reporting Tools: **Power BI, & Tableau**.

WORK EXPERIENCE

Company Name, Place

May 2023 to Till Date

SME

HSCS (Health Suite Consumer Services) (Agile)

This project focuses on building a robust backend service that powers consumer-facing health and beauty apps, enabling proactive notifications and usage insights for enhanced user engagement.

Key Responsibilities:

- Provide deep **domain knowledge** and expertise related to the project's subject matter.
- Collaborate with the **product owner** and business analysts to **analyze and refine user stories** or requirements.
- Validate that **user stories accurately reflect business needs and are feasible** from a technical and domain perspective.
- Participate in **grooming sessions to refine user stories and acceptance criteria**.
- Work closely with the product owner and the team to define clear and **testable acceptance criteria for user stories**.
- Share **domain knowledge** with team members to enhance their understanding of the project's context.
- Assist in the development of **test cases and scenarios based on domain knowledge**.
- Provide **feedback during sprint reviews and retrospectives** to help the team improve its processes.
- Identify potential **risks or challenges related to the domain** and work with the team to **develop mitigation strategies**.
- Ensured compliance with **HIPAA, GDPR, and healthcare industry regulations** while designing backend functionalities for secure consumer data processing.

Company Name, Place

March 2022 to Apr 2023

Business Analyst

TASY (Agile)

It is an initiative focuses on building an EMR microservice API designed for AWS, breaking down a legacy system into independent, manageable services. This approach enhances system resilience and enables faster feature deployment within a secure cloud environment. Additionally, the API incorporates business logic for transforming TASY data into FHIR-like resources, facilitating interoperability and standardized data exchange.

Key Responsibilities:

- Collaborated with **stakeholders, healthcare providers, and technical teams** to define **business and functional requirements** for breaking down the legacy EMR system into microservices.
- Conducted **gap analysis** to identify areas where the monolithic system could be optimized into modular, scalable microservices.
- Defined **API requirements**, including **request/response structures, authentication, and business logic** for handling **FHIR-like resource transformations**.
- Assisted developers in designing **RESTful APIs** to ensure **secure and scalable data exchange between microservices and external healthcare systems**.
- Created **API documentation, data mapping sheets, and integration workflows** to facilitate **interoperability with third-party healthcare systems**.
- Analyzed **TASY's legacy data model** and provided **mapping logic** to transform **EMR data into FHIR-like resources** (e.g., Patient, Observation, Encounter).
- Ensured compliance with **healthcare interoperability standards (FHIR, HL7, HIPAA)** to enable **seamless data exchange between healthcare providers and cloud services**.

- Created and maintained **user stories, epics, and backlog items in JIRA** to track development and deployment progress.
- Worked closely with **developers, cloud architects, and DevOps teams to prioritize feature releases and enhancements.**
- Facilitated **Sprint Planning, Standups, and UAT** sessions to ensure **business requirements were met before deployment.**
- Assisted in **test case creation for API validation**, ensuring **data accuracy, security, and system resilience.**
- Coordinated **UAT sessions with healthcare professionals** to validate EMR workflows before production deployment.

Dr. Reddy's Laboratories, Hyderabad
Area Sales Manager (Business Analyst)
UNNATI (Waterfall Project)

Mar 2020 to Feb 2022

Unnati is a sales-focused CRM application designed to streamline pharmaceutical sales operations, enabling efficient management of customer relationships and sales data

Key Responsibilities:

- Conducted **Enterprise Analysis** and under the assistance of a senior BA in creating a Business Case Document, conducted **Stakeholder Analysis**, and prepared **RACI Matrix.**
- Gathered requirements from business heads using **Elicitation Techniques** and created a **Business Requirements Document (BRD).**
- Translated **BRD** into **Functional Requirements Document (FRD)**, Collaborated with the technical team, and prepared **SRS Document.**
- Created **UML diagrams** to visually represent requirements using MS Visio.
- Collaborated with UI/UX teams to design **mockups and wireframes** using **Balsamiq & Axure** for CRM screens and dashboards.
- Created and maintained **RTM** throughout the project.
- Developed **test cases and test scripts** for validating CRM functionalities, including **lead tracking, order processing, and customer interactions.**
- Assisted in Testing Team by **preparing Test Case Scenarios** and **ensured the UAT was successful.**
- Defined **end-to-end CRM workflows** including **customer onboarding, sales order management, follow-up tracking, and reporting dashboards.**
- Provided **data mapping documentation** for integrating the CRM with existing **pharma databases, ERP systems, and external sales platforms.**

Dr. Reddy's Laboratories, Hyderabad
Sales Operations (Healthcare Markets)

Dec 2002 to Mar 2020

Key Responsibilities:

- **Analyzed key metrics** to measure healthcare sales performance and compliance.
- Managed **projects targeting market penetration** and patient access improvement.
- Identified and resolved cost inefficiencies, **reducing operating costs by 15%.**
- Conducted in-depth **market analyses for geographical expansion strategies.**
- Aligned **sales strategies with healthcare regulations and patient needs.**

ACHIEVEMENTS

- Developed and implemented a **real-time notification system within HSCS, resulting in a 25% increase in user engagement** for connected health and beauty applications.
- Designed and optimized the HSCS backend architecture to **improve data processing efficiency, reducing latency for usage insights by 18%** and ensuring seamless consumer app performance.
- Engineered a scalable microservice API for TASY EMR data on AWS, **achieving a 30% reduction in data retrieval latency and enabling seamless FHIR-like data transformation** for improved interoperability.
- Spearheaded Healthcare CRM implementation, increasing **operational efficiency by 25%.**