Gaurav P. Fegade

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Profile Summary:

- Experienced Business Analyst, skilled in requirements gathering, stakeholder management, and agile methodologies.
- Proficient in tools such as JIRA, Axure RP, SQL, Power BI, and Salesforce, driving efficiency and business growth.
- Strong background in strategic planning, performance marketing, and process optimization.
- Proven track record of successful project delivery and cross-functional collaboration.

Relevant Coursework:

- Agile Methodologies (Scrum)
- User Stories, Product Backlog Management
- Sprint Planning & Execution
- Requirement Gathering & Analysis
- Data Analysis & Reporting
- Solution Design & Prototyping
- Stakeholder Management

Work Experience:

Justo, Pune | **Assistant Manager** | April 2024 – January 2025.

- Teamed up with the Product Owner to define actionable user stories and acceptance criteria, prioritizing the backlog for efficient Agile sprints aligned with business goals.
- Contributed to sprint planning, stand-ups, and retrospectives, resolving roadblocks and optimizing team performance for smooth execution.
- Designed wireframes and interactive prototypes, gathering user feedback during UAT to drive continuous improvements and enhance user experience.
- Ensured effective communication across cross-functional teams, maintaining alignment on project deliverables and focusing on timely, high-quality outcomes.
- Tools Used: JIRA, Axure RP, MS Teams, MS Office Suite.

Xanadu, Pune | **Assistant Manager** | January 2023 – January 2024.

- Translated business requirements into user stories, aligning with the product backlog for smooth sprint planning and execution.
- Contributed to sprint execution by participating in planning, stand-ups, and retrospectives to enhance team performance.
- Created and maintained functional documentation (SRS, RTM) for traceability and compliance.
- Created wireframes, UML diagrams, and process flows using tools like Figma and Visio to foster team collaboration and improve communication.
- Tools Used: JIRA, Balsamiq, MS Teams, MS Office Suite, MS Visio.

Maverick Hat, Pune | **Business Development Executive** | June 2021 – January 2023.

- Conducted business analysis for IT services (E-commerce, AI/ML, System Modernization), identifying opportunities that that boosted revenue by 30% and a 20% increase in clients.
- Coordinated with cross-functional teams using Agile to translate client needs into actionable solutions, improving lead conversion by 15% and ensuring timely delivery.
- Developed and delivered sales strategies, securing new clients and driving high contract renewals through customized proposals and pricing.
- Managed the Salesforce sales pipeline and collaborated with marketing team to enhance lead generation.
- Tools Used: Salesforce, Power BI, Microsoft Office Suite.

Projects:

Sales Lifecycle Management | JIRA, Confluence, Axure RP, SQL, Power BI

- Led the implementation of an automated sales lifecycle system for channel partners, streamlining lead management and client communication, resulting in a 20% reduction in lead response time.
- Utilized Agile sprints to deliver continuous product improvements, ensuring rapid feedback loops and alignment with business goals.
- Used SQL for data extraction and Power BI for visualizing sales performance metrics, contributing to a more data-driven decision-making process.

Lead Management System | JIRA, Balsamiq, MS Visio, SQL, Power BI

- Developed an Agile-based system to automate lead tracking, client interactions, and property preference management, improving lead conversion by 18%.
- Ensured real-time updates through Agile iterations, maintaining flexibility and responsiveness to business needs.
- Leveraged SQL to manage and query lead data, and Power BI for reporting and visualizing key sales metrics, enhancing pipeline efficiency and client engagement.

Internship:

Sales & Marketing Intern | Kartscale Technologies | April 2021 – June 2021.

- Assisted in managing performance marketing campaigns for an e-commerce store, optimizing paid search, display ads, and social media ads to enhance online sales.
- Contributed to campaigns that increased conversions and reduced cost-per-acquisition (CPA) by 15%.
- Collaborated with the content team to design ad creatives, boosting click-through rates (CTR).
- Assisted in tracking key performance indicators (KPIs) such as ROI, CPA, and customer lifetime value (CLV).
- Tools Used: Google Ads, Facebook Ads, Google Analytics, Facebook Insights, Microsoft Office Suite.

Skills:

- JIRA
- SQL
- Power BI and Tableau
- Microsoft Excel, Word, and PowerPoint
- Microsoft Visio and Lucid chart
- Balsamiq and Axure RP

Education:

- **Bachelor of Management Studies**
  Indian Institute of Cost and Management Studies and Research, Pune. 2018-2021
- **HSC**
  Maharashtra State Board, 2018.
- **SSC**
  Maharashtra State Board 2014

Certifications:

- Certified IT – Business Analyst IIBA [EEP].
- TCS iON.