

Malladi Maharshi

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Business Analyst

- I'm a Business Analyst who focuses on understanding business needs, simplifying processes, and helping teams deliver results with clarity and structure. I have hands-on experience in requirement gathering, documentation, and working closely with stakeholders across different project stages.
- At Shinedove Pvt. Ltd., I've been handling end-to-end business analysis work, from requirement discussions to BRD preparation, coordination with tech teams, and UAT support. I believe in clear communication, teamwork, and practical thinking to make sure every project runs smoothly and delivers value.

WORK EXPERIENCE

SHINEDOVE – The Gold & Co. Business Analyst

April 2021 – June 2025
Hyderabad, Telangana

I have been working as a Business Analyst at Shinedove, mainly focusing on the Jewellery E-Commerce Website Development Project. My role is to bridge the gap between the business team and the technical team by clearly documenting and translating business needs into technical requirements.

- Work closely with the internal business and design teams to understand business goals and customer expectations.
- Prepare Business Requirement Documents (BRD), Functional Requirement Specifications (FRS), and User Stories based on project scope.
- Create process flow diagrams, use case diagrams, and simple wireframes using Lucidchart and Draw.io to visualize user interactions.
- Conduct GAP Analysis, SWOT Analysis, and Feasibility Studies to improve project clarity and decision-making.
- Coordinate with developers, testers, and management throughout the SDLC to ensure smooth delivery.
- Participate in Agile ceremonies like sprint planning, daily stand-ups, and retrospectives.
- Support UAT (User Acceptance Testing) and handle change requests during implementation.
- Maintain all project documentation and ensure timely sign-offs.
- Contributed to developing a fully functional Jewellery E-Commerce Website, improving online customer experience.
- Helped standardize BA documentation processes, reducing confusion and requirement gaps.
- Improved communication flow between business and development teams for faster project execution.

EDUCATION

Bachelor of Commerce (B.Com)

GITAM Deemed University

January 2018 – January 2021

CERTIFICATIONS

Agile Scrum Foundation

COEPD (IIBA)

Business Analysis Fundamentals

COEPD (IIBA)

Power BI for Beginners

SQL for Business Analysis

PROJECTS

CRM Enhancement Project

- Collected requirements from the sales and operations team for CRM improvements.
- Designed new process flow and coordinated between business and tech teams.
- Created documentation and supported testing before rollout.
- Result: Faster lead tracking and reduced manual work by 25%.

Customer Onboarding Process Optimization

- Studied existing onboarding flow and identified major bottlenecks.
- Proposed automation and digital approval steps to speed up the process.
- Coordinated with QA and business users during testing and UAT.
- Result: Reduced onboarding time from 5 days to 2 days.

Hospital Management CRM System

- Gathered requirements for modules like Patient Registration, Doctor Scheduling, Billing, and Pharmacy Management.
- Designed Use Case Diagrams and Process Flows for each department.
- Prepared BRD and SRS documents covering both functional and non-functional requirements.
- Worked on data validation and role-based access requirements with sample data.
- Coordinated mock UAT sessions to ensure user satisfaction.
- Result: Delivered a structured CRM workflow for hospital operations with improved patient record tracking.

Online Jewellery E-Commerce Website

- Analyzed the business needs for an online jewellery store dealing with inventory, product listings, and online payments.
- Designed Domain Model, Sequence Diagram, and Wireframes for user interactions (Customer, Admin, Payment Gateway).
- Documented User Stories, Functional Requirements, and Test Scenarios.
- Collaborated on defining roles like Customer, Admin, and Delivery Partner for smooth transaction flow.
- Result: Developed a clear requirement blueprint that connected business goals to technical implementation and improved order tracking efficiency.

SKILLS

Business Analysis Skills

- Agile & Scrum
- Business Process Modelling
- Change Management
- Feasibility Study
- GAP & SWOT Analysis
- Requirement Gathering
- SDLC
- Stakeholder Communication
- UAT

Tools & Technologies

- Jira
- MS Excel
- MS Visio
- Power BI (Basic)
- SQL (Beginner)

Soft Skills

- Adaptability
- Analytical Thinking
- Clear Communication
- Problem Solving
- Team Coordination
- Time Management