Name: - SUBHAJIT DAS

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

Domain knowledge: -
CRM.
LMS.

Education: -
Graduation B.sc. Computer Science Hones 2009-2012

Certificates: -
Certified IT – Business Analyst IIBA [EEP]

Awards/achievements: -
In HDFC Bank Rewarded Multiple Times for various milestones

Soft skills: -

- Cohesive team worker
- Self-motivated person
- Active listener
- Have good Presentation skills

Language: -

- Bengali
- English
- Hindi

Career object: -
A dedicated and hard-working business analyst willing to redefine the career trajectory from banking into a new domain to help the company grow to new heights and to gain expertise in Business Analysis. Have overall experience of 11+ years, of which, a Business Analyst for 5.2 years.

Profile summary: -

- In-depth knowledge of SDLC in various phases (i.e waterfall & agile)
- Proficient in Waterfall Model: Gathered requirements using Elicitation Techniques and prepared BRD, FRD, SRS prepared RACI Matrix, BCD, created UML Diagrams and Prototypes and requirements tracking through RTM well versed with UAT handling Change Request.
- Expert in Agile Scrum: Creation of user stories and Added Acceptance Criteria, BV & CP, Sprint & Product Backlogs conducted various Sprint Meetings; Sprint & Product Burndown charts ensured DOR and DOD checklist.
- Proven ability to build and maintain strong relationships with clients, understanding their financial needs and providing tailored solutions to drive customer satisfaction and business growth.
- Skilled in analyzing customer behavior, sales trends, and market insights to identify opportunities, optimize sales strategies, and contribute to revenue growth.

Work exp.

Indusind Bank Ltd. |June 2024- Present|
Designation: Chief Manager
Project name: - CRM Application modification and change request Implementation
Project description: -
The project aimed to enhance the existing Customer Relationship Management (CRM) system by incorporating new features, optimizing workflows, and addressing business requirements through change requests. The objective was to improve customer engagement, streamline sales processes, and enhance data management for better decision-making.
Role: - Subject Matter Expert
Responsibilities-

- Leading and executing banking projects to improve operational efficiency.
- Collaborating with cross-functional teams for requirement gathering and business process optimization.
- Conducting impact analysis and feasibility studies for new banking solutions.
- Ensuring regulatory compliance in all banking processes and Implementations
- Conducting KYC (Know Your Customer) and due diligence before onboarding customers.
- Monitoring accounts for any unusual activities and mitigating financial risks.

ICICI Bank Ltd |September 2023- May 2024|
6 months of Relevant Experience
Designation: Manger
Project name: I-CRM
Project description: -
The project focused on modifying and enhancing ICICI Bank's **I-CRM (Integrated Customer Relationship Management)** system to improve customer interactions, streamline banking operations, and enhance sales and service efficiency. The objective was to address business pain points, implement process automation, and integrate new functionalities based on stakeholder requirements.
Role: -Business analyst
Responsibilities:-

- **Requirement Gathering & Stakeholder Collaboration:** Worked closely with sales teams, relationship managers, and IT teams to gather business requirements for I-CRM enhancements and change requests.
- **Change Request Analysis & Documentation:** Evaluated change requests, performed impact analysis on existing workflows, and prepared Business Requirement Documents (BRDs) and Functional Specification Documents (FSDs).

- **Process Improvement & Automation:** Identified inefficiencies in lead management, customer service workflows, and sales tracking, recommending system modifications to optimize performance.
- **Coordination with IT & Development Teams:** Acted as a liaison between business teams and the technical team, ensuring smooth communication and alignment of expectations.
- **User Acceptance Testing (UAT) & Deployment:** Designed test cases, conducted UAT sessions with end-users, gathered feedback, and ensured successful implementation of CRM modifications.
- **Training & Change Management:** Provided training to banking staff on new I-CRM functionalities and created user manuals for effective adoption.
- Identifying and onboarding new retail, SME, or corporate clients.
- Addressing customer queries, concerns, and service requests promptly.

HDFC Bank Ltd   **|June 2022 - September 2023|**

2.8 years of Relevant experience

Designation: Manger

Project name: LMS & Digital Account opening process

Project description: -

- **Digital Account Opening Process (Savings Accounts):** Led the creation and deployment of a digital account opening system, significantly reducing turnaround times and enhancing customer satisfaction.
- **Loan Management System (LMS) Portal for Personal Loans:** Designed and implemented an intuitive portal to streamline loan application and management processes, resulting in a 20% reduction in processing time.
- Managed cross-functional teams to drive seamless execution of projects within tight deadlines.
- Conducted training sessions and created detailed documentation for end users to ensure smooth adoption of new tools and processes.

Roles: - Business Analyst

Responsibilities:

- Successfully executed multiple banking projects, improving service delivery and efficiency.
- Performed business requirement analysis, process mapping, and functional documentation.
- Liaised with technology teams for system upgrades and automation initiatives.
- Conducted risk assessments and ensured adherence to compliance standards
- Recommending suitable loan products such as home loans, personal loans, and business loans.
- Assisting clients with documentation and loan application processes.

HDFC Bank Ltd   **|November 2019 – June 2022|**

Designation: Deputy Manger

Project name: LMS, Credit Card Application and Tableau

Project description: -

- **Loan Management System (LMS) Portal for Personal Loans**: Designed and implemented an intuitive portal to streamline loan application and management processes, resulting in a 20% reduction in processing time.
- **Digital Application Process (Credit Card Applications):** Contributed to the development of a digital solution to enhance customer onboarding, improving application efficiency and accuracy.
- **Incentive and Scorecard Calculator (using Tableau):** Developed a visualization tool for tracking performance metrics and calculating incentives, enhancing decision-making processes.
- Acted as the primary liaison between business units and technical teams to gather requirements and ensure project objectives were met.

Roles: - Business Analyst
Responsibilities:

- Successfully executed multiple banking projects, improving service delivery and efficiency.
- Performed business requirement analysis, process mapping, and functional documentation.
- Liaised with technology teams for system upgrades and automation initiatives.
- Conducted risk assessments and ensured adherence to compliance standards.
- Keeping up with market trends, competitor offerings, and regulatory changes.
- Preparing sales reports, performance analysis, and customer feedback summaries.

IDBI Federal Life Insurance Co. Ltd   **|July 2017 – March 2019|**
1.4 years of Relevant Experience
Designation: Agency Leader
Project Name: Sales Portal (Waterfall Methodology)
Project Description:
I was responsible for gathering requirements, analysing business processes, and working closely with stakeholders to develop a sales portal for insurance products. This portal will enable employees to enter customer details, generate benefit illustrations based on investment plans, and provide options to download or print the illustration in PDF format.
Roles: Junior Business Analyst
Responsibilities:

- Designed and implemented a web-based sales portal for insurance agents to streamline customer onboarding.
- Ensured real-time data validation and integration with CRM and policy management systems.
- Developed logic for generating benefit illustrations based on customer age and selected investment plans.
- Integrated with actuarial systems to fetch accurate calculations.
- Worked with legal and compliance teams to ensure all generated benefit illustrations met regulatory guidelines.
- Conducted audits and validations to maintain accuracy.
- Joined as a Sales Person then with my analyzing skills and my valuable inputs into the project moved me into Business Analyst Profile from Sales.

SINTHEE RAMAKRISHNA SANGHA VIDYAMANDIR   **|July 2013 – March 2016|**
Designation: Assistant Computer Teacher
Responsibilities:

- Teach Computer Science to students from Class V to XII, ensuring a comprehensive understanding of the subject material.
- Set question papers for all classes, creating assessments that align with the curriculum and test students' understanding effectively.