KATA SANDEEP REDDY

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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 & Wireframe Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io
- Database: SQL
- Project Management Tool: JIRA
- Reporting Tools: Power BI & Tableau

Domain Knowledge:

- CRM
- Salesforce
- LMS
- Financial

Education:

Master of Business Administration (Financial Management) - Andhra University (2015-2017)

Certificates:
Certified IT - Business Analyst IIBA (EEP)

Languages:

- Telugu
- Hindi
- English

Career Objective:

A results-driven professional with 7 Years 10 Months of experience, including 5 Years in Business Analysis, and Scrum Mastery. Skilled in bridging the gap between business needs and technology, optimizing processes, and driving organizational growth. Passionate about Agile Methodologies, Stakeholder management, and crafting efficient solutions that deliver measurable impact.

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.

Work Experience:

Company Name: Milaap Social Ventures India Pvt. Ltd. - Feb 2018 - Nov 2024

Designation: Senior Relationship Manager

Project - 1: Crowdfunding Platform - Agile

Project Description:

The platform was built to create a seamless, secure, and transparent space where individuals and organizations could easily raise funds for various causes. The project aimed to simplify fundraising, integrate multiple payment options, and enhance donor engagement through social media sharing. Key features include real-time fund tracking, KYC verification for security, and a user-friendly dashboard for both fundraisers and donors. By replacing manual processes with automated approvals and notifications, the platform improved efficiency, increased user trust, and boosted engagement, making it easier for people to connect and support meaningful initiatives.

Role: Subject Matter Expert

Responsibilities:

- 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**: Created **user stories** and Added **Acceptance Criteria, BV & CP, Sprint and Product Backlogs**, conducted various **Sprint Meetings**, created **Sprint and product Burndown charts**, and ensured **DOR** and **DOD** checklists.

Project - 2: Internal Management System- Agile

Project Description:

Developed an **Internal Management System** to streamline and centralize key company processes, replacing multiple applications and manual forms. The application integrated work-from-home tracking, leave management, vendor payments, budget planning, and an employee dashboard, improving operational efficiency and transparency. Employees could apply for leave, track approvals, manage vendor payments, and access budget reports in one unified system. A real-time status feature allowed employees to check whether colleagues were working or on leave. By automating workflows and approvals, the system enhanced productivity, reduced manual effort, and improved visibility across departments.

Role: Business Analyst

Responsibilities:
- Interacted with stakeholders and gathered requirements by using various **elicitation techniques**.
- Created user stories with appropriate acceptance criteria with the assistance of the Product Owner. Added **user stories** into **product backlog** using the **JIRA** tool.
- Prioritized and validated the requirements using **MoSCoW** and **FURPS** technique, added **user stories** to **sprint backlog** on prioritization order.
- Collaborated with Product Owner and Scrum Master for **BV** and **CP**, and assisted the Product Owner for the creation of **DOD** and **DOR** checklist.
- Participated in **sprint ceremonies** to remove **road blocks** in the project.
- Generated **Sprint, Product Burndown/ Burnup charts** to track the project progress.
- Participated in product planning and **UAT** to successfully deliver each sprint component

Project - 3: Automatic Lead Management System - Waterfall

Project Description:

An Automated Lead Management System is to simplify and speed up the **lead tracking and assignment process**. The system automatically captures leads from various sources, prioritized the using lead scoring, and assigns them to the sales associates. It also enables real-time tracking, automated follow-ups, and CRM integration, ensuring no lead was missed. This resulted in faster response times, a 20% increase in conversions, and improved sales efficiency by reducing manual work.

Role: Business Analyst

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** and **wireframes** to visually represent requirements using **MS Visio, Balsamiq,** and **Axure**.
- Created and maintained **RTM** throughout the project.
- Assisted in Testing Team by preparing **Test Case Scenarios** and ensured the **UAT** was successful.

Company Name: Phoenixpath Finders

Designation: Business Development Executive

Responsibilities:
- Identified and pursed new business opportunities via cold calling, email campaigns and networking.
- Conducted market research to uncover trends in market.
- Built long-term partnerships with clients by addressing their needs.
- Delivered compelling sales presentations and negotiated favorable deals
- Represented company at industry events, expanding market presence