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, Banglore
- 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 EXPEREINCE

ORGANISATION : ISG NOVASOFT TECHNOLOGIES, BANGALORE   **May 2022 to March 2025**

DESIGNATION :   SME

PROJECT :   LUMINIA INSIGHTS (Agile)

TECHNOLOGIES : Java, SpringBoot, Go, PostgresSQL, RabbitMQ

TOOLS :   Tableu,PowerBI, Draw.io, MS Visio, Jira

DESCRIPTION: 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.

PROJECT :   AetherEMR (Agile)

TECHNOLOGIES : Java, SpringBoot, PostgresSQL

TOOLS :   Tableu,PowerBI, Draw.io, MS Visio, Jira

DESCRIPTION: 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.

ORGANISATION :	**Dr. Reddy's Laboratories, Hyderabad**	**DEC 2002 to Feb 2022**
DESIGNATION :	**Area Sales Manager**	
PROJECT :	**UNNATI (Waterfall Project)**	
TECHNOLOGIES :	**Java, SpringBoot, MySQL, JavaScript**	
TOOLS :	**PowerBI, Balasmiq, Draw.io, MS Visio**	
DESCRIPTION:	**Unnati is a sales-focused CRM application designed to streamline pharmaceutical sales operations, enabling efficient management of customer relationships and sales data**	
ROLE :	**BUSINESS ANALYST**	

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.**
- **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%.**