Oindrila Dey

Sr, Market Research Analyst

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🧩 CAREER OBJECTIVE

An ardent and well experienced, Solution driven **IT Analyst and Business Analyst in Rishabh Software with total 3.8 Years of** Experience and expertise in independently leading projects by organization of repute in **IT Domain**.

⚙ TECHNICAL SKILLS

Platforms: Linux and Windows

Database: MySQL

Modeling Tools: MS Visio 2007

Documentation Tools: MS Office

Prototyping Tools: Axure 6.5 and 7.0 and Balsamiq

Other Tools: Power BI, Tableau.

Reporting Tool: JIRA

🧠 SOFT SKILLS

- Time Management
- Communication
- Adaptability
- Problem-Solving
- Leadership
- Teamwork
- Creativity

🏅 CORE COMPETENCIES

Business Analysis

Requirement Life Cycle Management

Elicitation & Collaboration

Strategy Analysiss

RADD

Solution Evaluation

🎓 EDUCATION

Post-Graduate in Diploma Management
UnitedWorld School of Business
07/2018 – 08/2020 | Kolkata, India
Major: Marketing Management
Minor: Financial Management

BSc. Microbiology (H)
Institute of Genetic Engineering
05/2015 – 04/2018 | Kolkata, India

12th Higher Secondary
SJ DAV Public School
2012 – 2014 | Chaibasa, India
PCMB: 75%

10th, Secondary
DAV Public School
2010 – 2012 | Gua, India
9.6
~91.2%

👤 PROFILE

·Experience in preparing the **BRD** (Business Requirement Document), **and FRD**
·In depth knowledge of various phases of **SDLC (Agile-Scrum and Waterfall)**
·Highly proficient in preparing **process flow diagrams** and modelling the requirement using **UCDs.**
·Collaborated with Development team and Business team in translating business requirements into **User stories**.
·Proficient in all phases of the solution customization cycle involving business requirements study and problem identification, **GAP analysis** and customization finalization, **Change management and implementation**, **UAT** and support.

💼 PROFESSIONAL EXPERIENCE

Rishabh Software
Business Analyst
02/2024 – present | Vadodara, India
- Designed and created functional/technical specification for reporting and data extraction requirements.
- Responsible for BRDs, FRDs with respect to the new functionalities.
- Experienced in co-coordinating with business and IT across all phases of
- Software development life cycle(SDLC) with successful hands on in Waterfall methodology.
- Responsible in understanding the business process flows, addressing the requirements using UCDs and prototyping in addressing the solution requirement.
- Facilitated the team for the end-to-end implementation of Walmart application.
- Prototyped the requirements for the understanding of stakeholders. Lead a result-oriented team and managing the Branch Profitability. Ensuring high quality service and Customer Relationship Management.

Buuckstox Digital Pvt. Ltd.
Business Analyst
05/2022 – 01/2024 | Pune, India
- Gathered and documented business, functional, and technical requirements through stakeholder meetings, workshops, and interviews.
- Translated business needs into detailed BRDs, FRDs, and user stories for development teams.
- Created process flow diagrams, wireframes, and data flow charts using tools like **Lucidchart**, **Draw.io** ⧉ , or **Visio**.
- Collaborated with cross-functional teams including developers, testers, UI/UX designers, and product owners to ensure clarity on requirements.
- Performed **gap analysis** and **impact assessments** for system enhancements and process changes.

Business Analyst Intern
05/2021 – 04/2022
- Worked on **data analysis and reporting** using tools like Excel, Power BI, and SQL to support business decisions.
- Coordinated with QA teams to define **test plans**, write **test cases**, and support **UAT (User Acceptance Testing)**.
- Facilitated **daily stand-ups**, **sprint planning**, and **retrospectives** in Agile/Scrum environments.
- Ensured requirements traceability and version control throughout the project lifecycle using tools like **JIRA**, **Confluence**, or **Trello**.
- Conducted system demos and training sessions for end-users post-implementation.

📁 PROJECTS

Non-DOOH Aggregator Platform
- Led the development of a **Non-DOOH Ad Aggregator**, increasing advertiser engagement by **30%**.
- Implemented an **automated ad placement system**, improving campaign performance by **25%**.
- Designed a **user-friendly dashboard**, enhancing media buying efficiency.

EHS/OHS Compliance Software
- Spearheaded a **cloud-based EHS/OHS platform**, improving compliance adherence by **40%**.

- Certified IT-Business Analyst from COEPD (IIBA-EEP)

- Advanced Product Management: Vision, Strategy & Metrics

- Master Agile Estimation: Top techniques for Scrum and Kanban

- Integrated **AI-powered risk assessment**, reducing incident response time by **50%**.
- Enhanced workflow automation, boosting user adoption by **20%**.

Data Management Platform
- Developed a **scalable Data Management Platform**, improving data accessibility by **35%**.
- Integrated **ETL pipelines**, reducing data processing time by **50%**.
- Implemented **role-based access controls**, ensuring GDPR compliance.