P SINGA RAM


# Busi ness A nalyst

 +91 9439438835  psigaramdrl@gmail.com

https://[www.linkedin.com/in/singaram-p-processexcellance/](http://www.linkedin.com/in/singaram-p-processexcellance/)

# 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

ISG NOVASOFT TECHNOLOGIES, Bangalore May 2023 to Till Date

SME

Lumina Insights (Agile)

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.

ISG NOVASOFT TECHNOLOGIES, Bangalore March 2022 to Apr 2023

Business Analsyt

AetherEMR (Agile)

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 AetherEMR 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 AetherEMR’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.

Dr. Reddy’s Laboratories, Hyderabad Mar 2020 to Feb 2022

Area Sales Manager (Business Analyst)

UNNATI (Waterfall Project)

Unnati is a sales-focused CRM application designed to streamline pharmaceutical sales operations, enabling efficient management of customer relationships and sales data

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.

Dr. Reddy’s Laboratories, Hyderabad Dec 2002 to Mar 2020

Sales Operations (Healthcare Markets)

Key Responsibilities:

 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 AetherEMR 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%.