

# AKSHAY VANATHADUPULA

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## Education

MLR institute of technology

Bachelor of Technology in Mechanical Engineering

Hyderabad, Telangana

Aug. 2019 – May. 2023

## Core Competencies

- Business Analysis Planning and Monitoring
- Requirement Life cycle Management.
- Strategy Analysis
- Requirement Analysis and Design Definition.
- Project management
- Stakeholder management
- Unit Economics
- Solution Evaluation

## 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, 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, and Product Burndown charts** ensured **DOR** and **DOD** checklist.
- Utilized **competitive analysis** and **focus group insights** to identify market gaps, improving product positioning and customer engagement.
- Performed **quantitative and qualitative analysis** of market data, identifying key industry trends and opportunities for business growth.

## Experience

Creative Strategist Trainee, Emporia Advertising Agency

October 2024 – Present

City Craft (Home Service Provider application)

Hyderabad, Telangana

- Collaborated with stakeholders to gather, analyze, and document **functional** and **business requirements**, ensuring alignment between user needs and app development.
- Conducted **market research** and **competitor benchmarking** to define app features, enhancing user engagement and service efficiency for home service providers.
- Leveraged **data-driven insights** to optimize user **acquisition strategies**, analyzing customer behavior and conversion metrics to refine marketing campaigns.
- Designed **workflow diagrams** and user journey maps to streamline service requests, reducing operational inefficiencies and enhancing app usability.
- Acted as a liaison between developers, designers, and marketing teams to ensure seamless execution of business objectives, translating **insights** into actionable product enhancements.

Business Development Associate, Newgen Health Care

June 2023 – September 2024

Employee Portfolio Management, (Agile)

March 2024 – September 2024

- Interacted with the 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** using the **JIRA** tool.
- Prioritized and validated the requirements using **Moscow** and **FURPS** technique, added **user stories to sprint backlog** based on prioritization order.
- Collaborated with Product Owner and Scrum Master for **BV** and **CP**. and assisted the Product Owner for the creation of **DOR** and **DOD** checklist.
- Participated in **sprint ceremonies** to remove **road blocks** in the project.
- Generated **Sprint, Product Burn down/Burn up charts** to track the project progress.
- Participated in product planning and **UAT** to successfully deliver each sprint component.
- Implemented **strategic offerings** to doctors for enhancement of the company's suite of products and service.

Enhanced Inventory Management System, (Waterfall)

July 2023 – January 2024

- Conducted **Enterprise Analysis** and under the assistance of business manager 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.
- Handled Operations work stream of our medical representative's team, responsible for timely delivery of various gynecology medicines, and deliverables across the month.

## Technical Skills

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**Documentation Tools:** MS Suite

**Languages:** Python, SQL

**Prototyping and Wire framing Tools:** Axure, Draw.io, Balsamiq

**Project Management tool:** JIRA

**Reporting Tools:** Power BI

**Database:** MySQL

## Leadership / Extracurricular

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### Budding Entrepreneurs

**Aug 2021 – May 2023**

*President*

*MLR Institute of Technology*

- Achieved a 4 star fraternity ranking by the Wadhwani Foundation (highest possible ranking).
- Managed executive board of 5 members and ran weekly meetings to oversee progress in essential parts of creative briefing.
- Led a team of 30+ members to work towards goals that improve communication skills and acknowledge leading tech business strategies.

## Certificates

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- Certified IT – Business Analyst IIBA [EEP]