Name: - Gouthami Palepu

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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 & Wire frames Tools: Axure & Balsamiq
- Modelling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool: JIRA
- Reporting Tools: Power BI, & Tableau.

Domain knowledge: -

Corporate actions, Stock exchange, equity and fund researcher, Client relations, Trainer, POC.

Education: -

MBA Finance and HR

Certificates: -

Certified IT – Business Analyst IIBA [EEP]

Career object: -

A dedicated and hard-working business analyst willing to redefine the career trajectory from banking into a new domain to help the company grow to new heights and to gain expertise in Business Analysis. Have overall experience of 7.5 years, of which, a Business Analyst for **3 years**.

Profile summary: -

- In-depth knowledge of SDLC in various phases (i.e waterfall & mp; 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 & D.
- CP, Sprint & Product Backlogs conducted various Sprint Meetings;
 Sprint & Product
- Burndown charts ensured DOR and DOD checklist.
- Experienced in equity and fund researcher, analysis of corporate actions to help in decision making of clients, developed root cause analysis and provided preventive action plans with the help of SQL queries.

Work experience

ICE Data Services

(OCT 2019 - NOV 2024)

Company name: - ICE Data Services

Designation: Senior Reference Data Analyst (Operations)

Project 1: - Enhancements of RDOS (Agile Scrum)

Project description: -

Worked on Agile-based enhancements of RDOS to automate dividend and capital event updates, implement cross-reference checks, and streamline error/warning handling across multiple screens. Ensured timely delivery through user stories, sprint planning, and UAT

Role: - Business analyst

Responsibilities

- 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 into product backlog 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 **roadblocks** 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.
- Documentation and review of SOP, Root cause analysis, anyalsis of

Awards/achievements: -

- Successfully led the migration of EX Share to RDOS under Waterfall methodology, delivering on time with zero client escalations.
- Drove Agile enhancements of RDOS, automating dividend and capital event updates, which improved process efficiency by 30%.
- Designed and implemented a POC for ServiceNow ticket automation via REST API, reducing manual intervention by 40% and accelerating issue resolution.
- Recognized as Subject Matter Expert (SME) for corporate actions and BA support, consistently resolving critical client queries.
- Elevated as Quality Checker within 8 months, ensuring compliance and accuracy in high-impact market data.
- Received multiple R&R Awards for innovation, compliance excellence, and delivering consistent results in financial data projects.
- Conducted training sessions, mentoring, and documentation initiatives that improved team performance and reduced onboarding time for new analysts.

Soft skills:

- Strong Communication
- Interpersonal Skills
- Analytical Problem-Solving Skills
- Leadership
- Team Collaboration Adaptability
- Quick Learning
- Time Management Multitasking
- Creativity & Innovation
- · Attention to Detail
- Event Management & Public Speaking

Language: -

English, Hindi, Telugu

Company name: - ICE Data Services

Designation: Senior Reference Data Analyst (Operations)

Project name: - Migration of EX Share to RDOS (Waterfall Model)

Project description: -

Led the migration of EX Share system to RDOS using the Waterfall model, involving requirement gathering, BRD/FSD preparation, and gap analysis. Ensured compliance and successful rollout through system validation and UAT."

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.
- Review with all teams across the company for the precise information of screens and their usage.
- Conducted workshops for the better understanding of event updates in screens.

Key Responsibilities:

- Maintaining corporate actions information databases and ensure information is entered and distributed in a timely and accurate manner.
 Ensuring all updates are made in each appropriate system.
- Analysed data sets with analytical, logical and decision-making thinking skills and helped clients made decision based on findings.

Genpact India Pvt. Ltd

(JULY 2017 – OCT 2019)

Designation: Process Developer

Role: Equity and Fund Researcher

- Listing, delisting, and processing corporate actions in the internal database, SEDOL creation in LSE.
- Dealing with 32 different stock exchanges (European, Middle East and African).
- Checking with stock exchanges, issuers, data vendors and custodians to get accurate information.
- Checking Index constituents on timely manner and making changes.