**KATA SANDEEP REDDY**

**Business Analyst**

E-mail: [sandysandeepreddyk@gmail.com](mailto:sandysandeepreddyk@gmail.com) Mobile: +91 – 90302 47375

# **PROFILE SUMMARY**

A results-driven professional with 7.5+ years of experience in Business Analysis, Scrum Mastery, and Business Development. I specialize in bridging the gap between business needs and technology, streamlining processes, and driving company growth. Passionate about Agile methodologies, stakeholder management, and developing efficient solutions that create real impact.

# **EDUCATIONAL CREDENTIALS**

Master of Business Administration (Financial Management) – Andhra University (2015-2017)

Bachelor of Technology (Mechanical Engineering) – Pace Institute of Technology and Sciences (2010-2014)

# **CERTIFICATIONS**

* Business Analyst Training from COEPD (IIBA Endorsed Education Provider)

# **EMPLOYMENT DETAILS**

Milaap Social Ventures India Private Limited Feb 2018 – Nov 2024

Phoenixpath Finders May 2016 – Apr 2017

# **SOFTWARE & TOOLS**

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| --- | --- |
| **Prototyping & Wireframing Tools** | Axure Pro 7, Balsamiq |
| **UML Drawing Tools** | MS Visio |
| **Project Management Tools** | **JIRA** |
| **Artifacts** | BRD, FRS |
| **Database & Visualization** | SQL, Tableau |

# **WORK EXPERIENCE**

Milaap Social Ventures India Pvt Ltd. Feb 2018 – Nov 2024

**Project – 1:**

**Crowd-Funding Platform:** Led the development of a secure and user-friendly platform to facilitate global fundraising. The platform supports multiple payment options and offers seamless user experience. Key features include KYC verification, real-time tracking, and campaign updates to maintain trust transparency. Streamlined the fundraising process with automated approvals and social media integration for maximum reach. Prioritized security with fraud detection and regulatory compliance.

**Project – 2:**

**Salesforce Application:** Developed a Salesforce-based internal management system to simplify and centralize key company processes. This platform supports work-from-home management, leave tracking, vendor payments, budget planning, and employee dashboards, enhancing operational efficiency and transparency. The integrated dashboards provide real-time insights into company processes and fosters a connected workplace.

**Project – 3:**

**Automated Lead Management System:** Implemented a system to efficiently manage leads throughout the sales process, reducing manual intervention and improving lead tracking from initial contact to conversion.

**Key Responsibilities – BA:**

* Gathered and documented business requirements through discussions with stakeholders.
* Created BRDs, FRDs, user stories, and process flows to guide development.
* Collaborated with Product Owners, Developers, and QA to ensure clear understanding and execution of requirements.
* Conducted GAP analysis, impact assessments, and feasibility studies for process improvements.
* Assisted with UAT by preparing test cases and collecting feedback.
* Maintained project documentation and reports for stakeholders.
* Facilitated daily stand-ups, sprint planning, reviews, and retrospectives.
* Helped the team stay focused, removed roadblocks, and ensured smooth sprint execution.
* Coached the team on Agile best practices and encouraged collaboration.
* Managed backlog priorities with Product Owners and ensured sprint goals were met.
* Tracked progress using JIRA and improved team efficiency.
* Conducted Agile training and helped scale Agile practices in the organization.

**Key Responsibilities – Non-BA:**

* Found and nurtured new business opportunities, driving revenue and expansion.
* Built strong client relationships, ensuring long-term partnerships.
* Developed and executed sales strategies that aligned with market trends.
* Collaborated with marketing to boost brand visibility and generate leads.
* Researched competitors and market trends to refine business strategies.
* Represented the company at events and conferences, strengthening brand awareness.

Phoenixpath Finders May 2017 – Apr 2017

* Identified and pursued new business opportunities via cold calling, email campaigns, and networking.
* Conducted market research to uncover trends and target markets.
* Built long-term partnerships with clients by addressing their needs.
* Delivered compelling sales presentations and negotiated favourable deals.
* Represented the company at industry events, expanding market presence.