Name: - Oindrila Dey

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Linked id: -
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Core competences: -

- Business Analysis Planning and Monitoring.
- Cybersecurity
- 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
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool: - JIRA
- Reporting Tools: Power BI, & Tableau.
- Basic Scripting: Python

Domain knowledge: -

- Financial
- CRM.
- LMS.

Education: -

PGDM, Marketing Management

2018-2020

Certificates: -

Certified IT – Business Analyst IIBA [EEP]

Udemy- Cybersecurity

Soft Skills: -

- Communication skill
- Analytical Thinking & Problem-Solving
- Stakeholder Management
- Documentation & Presentation skills

Career Objective: -

Detail-oriented professional with **3.8 years of total experience**, including **3.5+ years of core Business Analysis experience** in IT services. Adept at eliciting and analyzing requirements, collaborating with cross-functional teams, and delivering actionable insights to drive business outcomes. Looking to apply my BA expertise in a challenging role that fosters innovation, strategic thinking, and value-driven solution delivery.

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** 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 & CP, Sprint** & **Product Backlogs** conducted various **Sprint Meetings**; **Sprint** & **Product Burndown charts** ensured **DOR** and **DOD** checklist.
- **Founded the Market Research department in my current organization** and led initiatives involving project ownership, client reporting, and workflow management.
- **Recognized for** driving insights, enhancing data-driven decisions, and mentoring junior talent.

Work Experience: -

Rishabh Software | 02/2024-Present

Business Analyst

Project Name: DOOH Aggregator Platform | Agile|

Technology: ReactJS, Node.js, MongoDB, AWS

Tools: JIRA, Confluence, MS Excel, Draw.io

Project Description:

The DOOH (Digital Out-of-Home) Aggregator Platform enables media buyers to access, book, and manage advertising slots across various outdoor digital screens in real-time. The platform streamlines ad campaign planning, inventory discovery, and performance analytics, connecting advertisers with multiple DOOH providers on a unified interface.

Role: BA

Responsibilities:

- Conducted requirement gathering sessions with stakeholders to understand business goals and documented functional specifications.
- Created user stories, acceptance criteria, and process flows to support development teams in Agile sprints.
- Collaborated with UI/UX teams to ensure the designs aligned with business needs and end-user expectations.
- Performed UAT coordination and facilitated client demos to gather feedback and ensure alignment with requirements

- Supported QA team in test case reviews and defect triage activities.

- Assisted the product manager with backlog grooming and release planning.

<u>Buckstox Digital Pvt. Ltd. | 05, 2021-01,2024</u>

Business Analyst (05,2022-01,2024)

Project Name: Street Food Tourism Platform | Waterfall |

Technology: ASP.NET MVC, SQL Server, HTML5, CSS3

Tools: MS Visio, MS Word, Excel, Outlook

Project Description:

The project aimed to tap into the growing trend of food tourism by building a digital platform that showcases the vibrant and diverse street food scene in the UK. Focused on enhancing the visibility and appeal of local street food markets, the solution was designed to attract both domestic and international tourists, promote cultural exchange, and contribute to local economic development.

Roles: BA

Responsibilities:

- Gathered and documented complete business requirements upfront from internal stakeholders and street food vendors.
- Prepared detailed Business Requirement Document (BRD) and Functional Specification Document (FSD) with structured process flows and screen mock-ups.
- Participated in requirement sign-off meetings with business and tech teams to finalize project scope before development.
- Coordinated with the testing team to create test case scenarios based on fixed requirements and supported in validating deliverables against specifications.
- Supported product catalog content population before handover.
- Arranged vendor interviews and compiled market research data on food tourism trends.

Business Analyst Intern (05,2021-05,2022)

Project Name: Employee Onboarding & Asset Allocation System

Methodology: Waterfall

Technology: Java, Oracle DB, JSP

Tools: MS Excel, MS Word, Visio

Role: Business Analyst Intern

Project Description:

The project aimed to develop a centralized internal system for streamlining employee onboarding and asset allocation processes. It was designed to automate manual HR workflows, reduce delays in provisioning laptops and ID cards, and enhance inter-departmental coordination between HR, Admin, and IT teams.

Role: Business Analyst Intern

Responsibilities:

- Assisted the lead BA in gathering initial business requirements from HR and Admin teams.
- Helped document use cases, process flows, and user scenarios under supervision.
- Supported the preparation of BRD and maintained change request logs throughout the requirement lifecycle.
- Coordinated with developers to clarify basic queries during the development phase.
- Created Excel trackers for tracking form submissions and hardware request statuses.
- Participated in user training sessions and compiled feedback for post-deployment improvements.

Languages: -

English | Hindi | Bengali