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Corecompetences:-

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Lifecycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical skills:-

- Documentation Tools : MS Suite.
- Prototyping & Wireframes Tools: Axure & Balsamiq
- Modeling Tools: MSVisio, Draw.io.
- Database: SQL
- Project Management tool:-JIRA
- Reporting Tools : Power BI, &Tableau.

Domain knowledge:-

CRM.

Education:-

Bachelor of Technology in Chemical Engineering (MVGR college of engineering)2016-2020

Certificates:-

- Certified IT–Business Analyst IIBA[COEPD]
- Sales Course Certification With MYXPteam.

Career object:-

To pursue a Business Analyst role where I can apply my 2 years of experience in sales and business analysis. Skilled in ERP systems, process improvement, and lead management, with strong knowledge of power tools operations. Aiming to deliver data-driven insights and enhance business efficiency for organizational growth.

Profile summary:-

- In depth knowledge of SDLC in various phases(i.eWaterfall&agile)
- WaterfallModel:Gatheredrequirementsusing**ElicitationTechniques**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**.
- Agile Model: Creation of **userstories** and Added **Acceptance Criteria, BV&CP, Sprint&Product Backlogs** conducted various **Sprint Meetings; Sprint & Product Burndown charts** ensured **DOR** and **DOD** checklist.
- Experienced in identify in growth opportunities, creating strategies, and driving revenue through targeted business efforts.
- Skilled in building strong client relationships, providing tailored solutions, and ensuring long-term business success.

Work Experience.

Company name :- MAKITA POWER TOOLS |Dec 24 –Nov 25|

Designation: Business Analyst

Project name:-|CRM| Agile

Project description:-The Lead Management System project for Makita Power Tools focused on streamlining the process of capturing, tracking, and managing leads from dealers, distributors, and end customers. The goal was to enhance conversion rates, improve communication between sales teams and service centers, and boost overall sales efficiency through digital automation and data-driven insights.

Role:-Business analyst

Responsibilities:

- Facilitated Agile ceremonies such as sprint planning, daily stand-ups, and backlog grooming to ensure seamless coordination between stakeholders, sales teams, and the development team.
- Gathered and analyzed requirements using techniques like MoSCoW prioritization, aligning system functionalities with Makita’s lead management and dealer engagement objectives.
- Developed detailed Business Requirement Specifications (BRS) and Software Requirement Specifications (SRS) tailored for Makita’s Sales and Dealer Management ERP modules.
- Conducted GAP Analysis between existing manual sales tracking methods and the proposed automated system, identifying areas for improvement in lead follow-up, quotation tracking, and performance reporting.
- Led User Acceptance Testing (UAT) sessions with regional sales teams to validate the system’s functionality, ensuring it met Makita’s operational and business goals.
- Utilized tools like Jira and Confluence to manage user stories, document process flows, and track project progress, ensuring transparency and alignment across departments.

Company name :- SIONIQ TECH PRIVATELIMITED |Nov 23- Nov 24|

Designation: Business Analyst

Project name:-|CRM| Waterfall

Project description:-The project aims to implement a CRM system tailoredforthe

Soft skills:-

- Client handling skills
- Excellent communication
- Analytical skills
- Leadership skills
- Presentation skills
- Requirement gathering

Language:-

- Telugu
- English
- Hindi

Awards/achievements:-

- Client Relationship Excellence Award in Nxtwave technologies

Achievement in Nxtwave technologies :

- Improved client satisfaction by 30%and retention by 25% in one year.
- Potential Client Acquisition Award in Sioniq tech privet limited

Achievement in Sioniq tech privet limited:

- Boosted lead generation by 25%insix months across Andhra Pradesh.

Achievement at Makita Power Tools :

- On boarded 8 new dealers in 6 months, resulting in a 40% growth in monthly billing and stronger market presence across Andhra Pradesh.

Jewellery industry, focusing on efficient inventory management, enhanced customersatisfaction,andstreamlinedsalesprocesses.This solutionwill support personalized marketing, data-driven insights, and improved decision-making to modernize and optimize business operations in the jewelry sector.

Role:-Businessanalyst

Responsibilities:-

- Conducted Enterprise Analysis and under the assistance of a senior BA in creating Business Case Document, conducted Stakeholder Analysis, and prepared RACI Matrix.
- Gathered requirements from business headsusing 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 wire frames to visually represent requirements using MS Visio, Balsamiq, and Axure.
- Created and maintained RTM through out the project

CompanyName:SIONIQTECHPRIVATELIMITED | Nov2023- Nov2024

Designation: Business Development executive.

Responsibilities:

1. Reachingtargets/goals→Alignprojectobjectiveswithbusinessgoalsandtrack progress using KPIs and RTMs.
2. Increasingbusinessopportunities→Identifybusinessprocessimprovements and propose solutions for better efficiency.
3. Coordinatingwithteams→Facilitatecommunicationbetweenstakeholders and implementation teams for smooth execution.
4. Developingasalespipeline→Maintainarequirementsbacklogandmanage stakeholder relationships.
5. Convertingleads,presentingdemos→Conductrequirementworkshops, present business cases, and lead solution demos.

CompanyName:NXTWAVEDISRUPTIVETECHNOLOGIES PRIVATELIMITED | August2022–October2023

Designation:CommunityBuildingAssociate.

Responsibilities:

1. Qualifyingoutboundleads→Gatheringbusinessrequirementsthrough interviews and workshops.
2. Askingpertinentquestions,offeringadvice→Elicitingrequirementsby understanding stakeholder needs and pain points.
3. Customizingcallstoleads→Tailoringbusinesssolutionstospecificbusiness needs and challenges.
4. Generatingsales-qualifiedleads→Documentingandprioritizingrequirements for project development.
5. MaintainingCRMdatabase→managingrequirementsdocumentationand tracking changes using business tools like Jira or Confluence.

Company Name: MAKITA POWER TOOLS | Dec 2024 – Present

Designation: Sales Engineer

Responsibilities :

1. Managing dealer and distributor networks to achieve monthly and quarterly sales targets across power tools and accessories.
2. Conducting product demonstrations, technical presentations, and site visits to showcase tool performance and applications.
3. Building and maintaining strong customer relationships to drive sales growth and brand awareness in the region.
4. Coordinating with service and marketing teams to provide feedback on customer requirements and product improvements
5. Preparing sales reports and forecasting demand using ERP systems for better inventory and order planning.
6. Analyzing sales data and regional performance trends to identify opportunities for process improvement and growth.
7. Collaborating with business and technical teams to streamline quotation tracking, order processing, and lead management workflows.
8. Supporting the development and enhancement of ERP modules by providing insights on sales operations and dealer management needs.
9. Conducting market and competitor analysis to align product strategies with customer requirements and market demand.
10. Preparing business dashboards using Power BI to track KPIs, regional sales, and dealer performance for management review.
11. Ensuring alignment between field operations and business strategy by monitoring key performance metrics and presenting analytical findings.