

### Contact

 +91 8390994455

 kbhakti24@gmail.com

### Core Competencies

- 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
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool:- JIRA
- Reporting Tools: Power BI, & Tableau

### Education

#### Master of Business Administration

Pune University

2008-2010

### Certificates

Certified IT – Business Analyst IIBA

[EEP]

Certificate in Data Science Program from IIIT Bangalore (UpGrad)

### Career Object

- With 13 years of professional experience, including **7 years as a Business Analyst** starting at Locon Solutions Pvt Ltd in September 2017, I aim to drive strategic initiatives, streamline processes, and deliver innovative, technology-focused solutions. My goal is to contribute to organizational success by aligning business objectives with impactful and efficient outcomes.

### 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.
- Exceptional liaising skills in **key account management** and **business development**.
- High performing professional with experience in optimizing **business operations, business development**, expansion of marketing network while managing and understanding competition, consequently achieving and providing high productivity standards.

### Languages

English, Hindi & Marathi

# Work Experience

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1. Lexicon Media Pvt Ltd

April 2021 - October 2024

*Chief Manager*

Project I

## **PTM\_Tracker 1.0 | Agile**

- The purpose of this project was to develop an integrated Employee Management System (EMS) that centralizes key HR, payroll, leave management, claims processing, attendance tracking, and other administrative tasks. The EMS will streamline operations, improve communication, and enhance data security for employees, HR teams, finance, and management, thereby increasing efficiency and overall productivity across the organization.

**Role : SME**

Responsibilities :

- Provide **domain expertise** to clarify requirements and ensure a shared understanding among team members.
- Collaborate with product owners and BAs to analyze and refine **user stories**, ensuring alignment with business needs and technical feasibility.
- Define and validate clear, **testable acceptance criteria** in alignment with business goals.
- Support developers by **resolving queries** and providing **guidance during implementation**.
- Assist in creating and reviewing **test cases** to ensure comprehensive system coverage.
- Share **domain knowledge** to enhance team understanding and address **gaps** proactively.
- **Identify risks** and collaborate with the team on **mitigation strategies, offering feedback** during **reviews and retrospectives**.

Project II

## **MirrorRevamp | Agile**

- To enhance the PuneMirror.com website by introducing new features for improved user experience, increased accessibility, and enhanced monetization opportunities, while enabling data-driven insights.

**Role : Business Analyst**

Responsibilities :

- Engaged with stakeholders to gather requirements using various **elicitation techniques**.
- Created **user stories** with acceptance criteria, added them to the **product backlog** in **JIRA**, and prioritized using **MoSCoW** and **FURPS**.
- Collaborated with the Product Owner and Scrum Master for **BV, CP**, and assisted in creating **DOR** and **DOD** checklists.
- Participated in sprint ceremonies to resolve roadblocks and tracked project progress with **Sprint and Product Burn down/Burn up charts**.
- Contributed to product planning and **UAT** for successful sprint delivery.
- Provide regular sales forecasts, reports and analysis to management to track performance and identify areas for improvement
- Cultivate strong relationships with clients and advertising agencies to understand their business needs and deliver tailored advertising solutions.

2. South Asia FM Ltd

August 2019 - April 2021

*Senior Accounts Manager*

## Project I

### SG-BRPS | Agile

- The objective of the SG-BRPS project was to design and develop a comprehensive mobile application that streamlines the management of business records by enabling secure, efficient, and real-time recording, processing, and access to business data, thereby improving operational efficiency and decision-making.

#### Role : Business Analyst

##### Responsibilities :

- Conducted **stakeholder interactions** to gather requirements using various **elicitation techniques** to understand business needs.
- Defined and documented **user stories** with clear **acceptance criteria**, prioritized and added them to the **product backlog** in **JIRA** based on MoSCoW and FURPS techniques.
- Worked closely with the Product Owner and Scrum Master to ensure **BV** and **CP** alignment, and assisted in creating **DOR** and **DOD** checklists.
- Actively participated in sprint ceremonies to identify and remove roadblocks, ensuring smooth project progression.
- Utilized **Sprint** and **Product Burn down/Burn up** charts to monitor and report project progress, ensuring deadlines and objectives were met.
- Supported product planning and **UAT** processes, ensuring the successful delivery of each sprint component, aligning with the goal of streamlining business data management and enhancing operational efficiency.
- Responsible for growth in existing assigned portfolio through cross-selling or up-selling.
- Ensure delivery of high quality customer support and act as a liaison between top tier clients and management.

### 3. Locon Solutions Pvt Ltd

September 2017 - August 2019

#### Senior Accounts Manager

## Project I

### Portal 3.0 | Waterfall

- The purpose of this project was to enhance the web portal with more features which will welcome new customers, the experience more user friendly as well as the advertiser can showcase the product with more details.

#### 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.
- Proactively lead a joint partner planning process that develops mutual performance objective, financial targets and critical milestones associated with a productive partner relationships.