PRIYANKA ROKADE

BUSINESS ANALYST

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

EDUCATION

Bachelors of Engineering in Information Technology
(Savitribai Phule Pune University)

CERTIFICATES

- Certified IT – Business Analyst IIBA [EEP]
- IIT Kharagpur Ethical Hacking

SOFT SKILLS

- Building relationship, teamwork and conflict resolution.
- Engaging and aligning diverse stakeholders
- Planning and Organization
- Communication Skills
- Sales and Marketing Strategy

LANGUAGE

English

Hindi

Marathi

CAREER OBJECT

Overall 5 years of experience in the financial and insurance sectors with parallel expertise as a Business Analyst and Sales Manager. Over 3 plus years, focused on requirement documentation, workflow optimization, and aligning technical solutions with business objectives, in bridging gaps between stakeholders and technical teams to deliver efficient and impactful results.

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.
- Managing team of about 70-80 members , dealing with stakeholders.
- Over achieved targets in sales.

WORK EXPERIENCE

ICICI Lombard GIC Limited |Dec 2022 - Present|

Designation: Sales Manager

Project name: Path Finder |Agile|

Project description: The Pathfinder Portal is an innovative, employee-centric insurance management platform designed to streamline and optimize internal operations for an insurance company.

Role: BA

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, CP** and assisted the Product Owner for the creation of **DOR** and **DOD** checklist.
- Participated in **sprint ceremonies** to remove **road blocks** 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.
- Developed and delivered comprehensive training programs to ensure teams understood strategic objectives, key performance metrics, and new system implementations.
- Analysed existing operational workflows by gathering and assessing data from various business units, identifying inefficiencies and areas for improvement.

Aditya Birla Capital |Dec 2021 - Nov 2022|

Designation: Sales Manager

Project name: Bancat |Agile|

Project description: The Bancat Portal is a comprehensive online platform designed to streamline and manage banking and financial services efficiently. It serves as a centralized system for users to access various banking functions, including account management, transaction tracking, and customer support.

Role: BA

Responsibilities:

- Interacted with the stakeholders and gathered requirements by using various **elicitation techniques**
- Conducted in-depth analysis of business workflows to identify inefficiencies, bottlenecks, and areas for improvement in operational processes.
- 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.
- Drove sales performance by developing and executing targeted sales strategies designed to exceed organizational goals and key performance indicators (KPIs).
- Participated in **sprint ceremonies** to remove **road blocks** 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.

HDB Financial Services |Sep 2019 - Nov 2021|

Designation: Authorized Verifier

Project name: CRM Application |Waterfall|

Project description: A Customer Relationship Management (CRM) application in banking is a strategic tool designed to enhance customer interactions and streamline operational efficiency. It empowers banks to manage customer data, track communication history, analyze customer behavior, and deliver personalized services.

Role: BA

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.
- Streamlined customer support and backend operations, enhancing service delivery efficiency.
- Coordinated with IT and compliance teams to resolve technical and procedural issues.
- Delivered actionable insights through root cause analysis and stakeholder feedback.