

VARSHA SINGH

Business Analyst

CONTACT

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B-330 Majestic Mansions
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CORE COMPETENCE

- Business Analysis Planning and Monitoring
- Elicitation and Collaboration
- Requirement Analysis and Design Definition
- Requirement Life cycle Management
- Strategy Analysis
- Solution Evaluation

TECHNICAL SKILLS

- Documentation Tools: MS Word, Visio, Lucidchart
- Prototyping & Wireframing Tools: Balsamiq, Axure RP
- Modeling Tool -MS Visio
- Database: SQL
- Project Management tools: JIRA
- Reporting Tools: Power BI

DOMAIN KNOWLEDGE

Finance, CRM, LMS, I Cloud

EDUCATION

Masters in Business Administration.
Barkatullah University
Bhopal.
2008-2010

CERTIFICATES

Certified: IT-Business Analyst [EEP]

Certified: Post Graduate Diploma in Banking and Operations
IRDA, AMFI, NISM

AWARDS/ACHIEVEMENTS

- Won Best employee of the year award at Switzer
- Awarded for Zonal Level Regional level for my performance and exc

LANGUAGES

Hindi, English

CAREER OBJECTIVE

A versatile professional with total 14 years of experience in **banking domain**, strong communication and leadership skills, inquisitive to learn and create positive impact in an organisation in the field of banking and 5 years of experience in relevant field detail-oriented **Business Analyst** with a strong background in financial modelling and stakeholder management, eager to apply advanced predictive analytics skills to optimize resource allocation and enhance **strategic planning** for a Organisation.

PROFILE SUMMARY

- In-depth knowledge of **SDLC** in various phases (i.e **waterfall & agile**) Proficient in Waterfall Model: Gathered request **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**. Expertise in dealing with **External & Internal Auditors & Inspection & Compliance**.
- Demonstrated excellence branch sales targets, conceptualising & implementing competent strategies in coordination with the branch and the sales team with a view to penetrate new accounts and expand existing ones for a wide range of financial products Services.
- strong understanding of retail **banking operations**, core banking platforms, and a proven track record of implementing system changes that align with **business objectives** and regulatory requirements.

WORK EXPERIENCE

AXIS BANK

Nov 2013 to till Date

Designation-Branch Operations Manager

Project Name - EKYC Enhancement and updation (Agile)

Project Description -Grooms the product backlog with the co-ordination of product owner, prioritizes the backlog and then interact with the customer to analyze their need and find solutions. Upgraded Application for Online kyc with Unique CKYC no.

Role - Subject Matter Expert (SME)

Responsibilities:

- Provide deep domain knowledge and expertise related to the project's subject matter.
- Assist in clarifying requirements and ensuring a shared understanding of the domain among team members.
- Collaborate** with the product owner and business analysts to analyse and refine **user stories** or requirements.
- Validate that user stories accurately reflect business needs and are **feasible** from a technical and domain perspective, Participate in **grooming** sessions to refine user stories and **acceptance criteria**.
- Clarify doubts, provide additional context, and assist in **breaking down** larger stories into smaller, manageable task. Work closely with the product owner and the team to define clear and testable **acceptance criteria** for user stories.
- ensure that acceptance criteria align with business goals and are achievable. Share **domain knowledge** with team members to enhance their understanding of the project's context.
- Work closely with developers to answer questions, resolve issues, and provide guidance during the implementation of user stories.

Project Name - CTS clearing Introduction and Implementation(Agile)

Project Description - Created Application for Online clearing system for Banks and merge data from standalone clearing.

Role - Business Analyst

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 and 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

Project Name - ECRM Introduction and Implementation (Waterfall)

Project Description-Created Application for ECRM updation for Clients for Banking as well as all Relationship with the Financial Institutes.

Role -Business Analyst

Waterfall Responsibility 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)**,cv 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.

ICICI BANK

2010-2013

Designation: Branch Relationship Manager

Roles -

- Scrutinize and verify customer requests, AOFs as per prescribed checklist before dispatching for processing. Informing customers in case of rejections, if any.
- Monitoring the smooth functioning of Jewel loan.
- Passing and authorizing various types of vouchers and verification of transactions in I-Core and other applications
- Proper authorization of KYC documents & Filing various returns in time.
- Responsible for all Branch related activity like Maintaining Audit Parameters ,achieving Team's daily Sales targets,
- Customer Service, Monitoring account opening Rejection, Standalone Clearing, increasing work efficiency.
- Supervising Key Areas including Marketing, Business Channel Development, Team Development, Cost Management, and Revenue Generation.
- Maintain customer wait time as per segmented wait time approach.
- Nil rejection rates for service requests and AOFs sent to RPC, Nil escalations to senior management.
- Proving to be in a dynamic environment that fosters development opportunities & motivates high performance within team Career Scan Snapshot.