**First Name of Application CV No 1625574**

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Objective

To secure a challenging career in a globally progressive environment where my skills are effectively utilized with an aim to achieve the twin objective of self-development and organizational development in the field of Business Analytics and system Implementation.

Key Competencies and Skills

Advanced Analytics Business Intelligence (OBIEE 11g) Client Management

Enterprising work ethic Negotiation Skills Insight Generation

Microsoft office Microsoft Dynamics CRM Relationship Management

Professional Experience

**METADATA Technologies Jan’16 – Till Date**

**MS Dynamics CRM Consultant /Business Analyst**

**Dubai (UAE)**

* Working on the Property XRM (Microsoft Dynamics CRM) solutions for Real Estate clients across Middle East.
* Functional Analysis, understanding business processes of clients and finalizing the requirements of the basis of scope mapped.
* Build positive client relationships by developing an understanding of the client’s business processes.
* Deliver presentations to all levels of management.
* Undertaking sessions with technical team to provide project overview and explaining the functionalities to team.
* Designing the solution flowcharts for understanding of client and team, deciding on need and use of out-of-the-box features, required configuration and customization for various functionalities and requirements
* Effort estimation for configuration, customization and documentation
* Preparing presentations for product overview, Training material for client and Presentations for driving CRP sessions
* Understand customer requirements and advise project team on highly specialized, complex solutions architecture and implementation.
* Assist internal resources with support or pre-sales of Microsoft CRM and related integration.

**TATA Technologies Limited. Jun’12 – Dec’15**

**(TATA Motors CRM-DMS Project)**

**Business Analyst**

* Worked on the Sales and Service processes for Automotive Industry as supported by the CRM application (Eautomotive, Showroom & Workshop).
* Analysed and documented requirements for new functionality and conveyed these to the respective stakeholders.
* Provided L3 line of support for functional issues to pan India Tata Motors dealerships for issues related to Sales, Services and spares processes.
* Worked with cross-functional teams consisting of IT, operations, sales, sales operations, business analysts and business subject matter experts for CRM and Analytics systems and handled requirements.
* Responsible for Business Analytics tool (OBIEE 11g) and creating reports for analysing the business movement.
* Delivered Functional and User Acceptance Testing.
* Understood the business users’ requirements (Requirement Gathering) for Analytics Reports (OBIEE), features, and functions and communicate to technical team for new developments.
* Identified and developed CRM reporting requirements and in conjunction with data partner (agency) proactively build and analyse these reports and make recommendation for improvements

**TATA Technologies Limited.**

**(TATA Motors Athena Program)**

**Implemented Business transformation program for a global auto major to scale up Commercial Vehicle Business.**

**Responsibilities:**

* Driving establishment of Analytics Based Pre-Sales and Sales Process.
* Educated stake holders (Dealerships and Business Users) about the IT aspects of project and implementing methodologies.
* Travelling to various locations in order to engage with multiple stakeholders across the company to ensure all processes and requirements were accurately defined.
* Identified prospective markets, differentiating various segments and types of customer

and aligning the promotional activities accordingly.

* Handled data, provided the periodic data analytics and managed Ad hoc data requirements arising out of data needs from Business Unit
* Driving migration to a system based approach to data management through Siebel CRM

And Oracle Business Intelligence Enterprise Edition (OBIEE).

* Ensuring improvement in data quality on MOM basis and Validation of all development activities and identify areas of improvement
* Provided Training to Dealerships Post go live for new releases and Educating Dealership about impact of New processes.
* Developed rigorous sales force review mechanisms at the dealer organization.(Sales QOC ,Score card) and Ensuring timely roll-out of various review packs and other deliverables.

Management Internship Projects

**Mercedes–Benz India Ltd (Pune) Feb’12 –May’12**

**Project Title: “Planning, Coordinating & Execution of City Bus Market Launch in India”**

**Details:**

* Responsible for conceptualizing & consulting Agency for creating Marketing collaterals.
* Assisted the launch of city Bus along with the marketing team.
* Managed the cross functional implementation of the plan
* Co-ordinated internally with the support functions for timely execution of activities and external PR agency for launch activities.
* Organized and co-ordinated the launch programme to the external customers, suppliers and dealers.

**Rewarded with Certificate of Appreciation for the Successful Launch.**

**SREI–BNP Paribas Equipment Finance Pvt Ltd (Mumbai) May’11 – July’11**

**Project Title: “Credit and Risk Evaluation in NBFC”**

**Details:**

* Managed customer credit files and Analysed Financials before the approval of loans.
* Understood the Credit Appraisal Process and the Strategic sales working.
* Prepared CAM’S (Credit Approval Memo) for various Proposals and accordingly recommended on it to the Head Credit.

Academic Qualifications

* **PGDM (Finance)** with 73% from Indira School of Business Studies, Pune (2012)
* **B.Com** with 67% from Narmada college of Science &Commerce, South Gujarat University, Bharuch (2009)

Co-Curricular Activities and Achievements

* Completed 250-hour comprehensive **Performance-based Leadership Development Programme** by **Stratecent Consulting**.
* Completed an intensive programme on Business Etiquette and Grooming.
* Successfully completed Financial market Beginner’s Module of NCFM
* Successfully completed workshop on ‘Technical Analysis”
* Completed Process Improvement module through TATA Management Training centre.
* Microsoft Certified Business Management Application Consultant

Personal Details

**Date of Birth:** 28/12/1988

**Marital Status**: Married

**Languages known:** English, Hindi, Gujarati