PRAGATHI PATHI | Business Analyst

Location: IL | **Phone:** 224-844-0279 | **Email:** reddypragathip@gmail.com | LinkedIn

SUMMARY:

With 4 years of experience as a Business Analyst and Product Owner, I specialize in requirements elicitation, GAP/SWOT analysis, and optimizing business processes to support data-driven decision-making. Proficient in Salesforce, SQL, Python, and tools like Tableau, Power BI, JIRA, and Confluence, I deliver actionable insights through data analysis, reporting, and interactive dashboards. Experienced in utilizing Salesforce CRM to enhance business processes, manage customer relationships, and integrate with other data systems. Skilled in creating BRDs, FRDs, RTMs, and using Agile methodologies to ensure collaboration and project success. My expertise in UAT, SDLC, and data visualization ensures the timely and accurate delivery of reliable solutions that drive business value.

EXPERIENCE:

Business Analyst, Molina Healthcare | IL   **Jan 2024 - Present**

- Collaborate with business stakeholders to gather and refine requirements, translating business goals into User Requirements Specifications (URS) and Functional Requirements Specifications (FRS).
- Conduct in-depth analysis of technical architectures and document data transfer processes using data flow diagrams, ensuring seamless integration with existing systems.
- Create and maintain interactive dashboards using Tableau, Power BI, Python scripts, and Salesforce reports, providing enhanced data visualization and actionable insights.
- Leverage Salesforce to manage customer data, improve customer relationship management, and streamline business processes, enhancing sales, marketing, and service performance.
- Leverage SQL to integrate data from various departments, generate reports, and offer cross-functional insights to support data-driven decision-making.
- Develop and document use cases, functional requirement diagrams, and process flow diagrams using UML methodology and tools like MS Visio and Figma, improving project clarity.
- Manage defect tracking using JIRA, prioritize issues, and contribute to backlog refinement sessions, ensuring timely delivery of project artifacts and enhancements.
- Assist in creating Product Strategy, BRDs, and FRDs, providing clear guidelines for development teams and supporting successful project execution in an Agile environment.

Business Analyst, I Sparrow, India   **Sep 2019 – Dec 2022**

- Conducted detailed business analysis to identify customer behavior patterns, market trends, and sales performance insights, driving a 15% increase in customer acquisition and a 10% improvement in sales conversions.
- Developed and maintained interactive dashboards and reports using Tableau, Advanced Excel, and Salesforce reports, providing stakeholders with real-time visibility into key performance indicators (KPIs).
- Executed SQL-based data analysis to validate data accuracy, derive actionable insights, and optimize operational processes, resulting in a 20% reduction in operational costs.
- Collaborated with marketing teams to design data-driven campaigns, increasing campaign effectiveness by 20% and reducing customer churn by 25%.
- Prepared comprehensive documentation, including BRDs, FRDs, and process flow diagrams, and supported development teams in an Agile environment, ensuring alignment with business objectives.
- Facilitated workshops and conducted User Acceptance Testing (UAT) using Python, SQL, and Salesforce to validate business solutions and ensure seamless implementation.

TECHNICAL SKILLS:

Languages & Tools:	SQL, Python (Pandas, NumPy, Matplotlib, Scikit-learn), Salesforce, JIRA, Confluence, MS Visio,
Database & ETL:	MySQL, DBMS, Databricks, Hadoop, HDFS, PySpark, Spark, ETL
Data Visualization:	Tableau, Power BI, Figma, Advanced Excel
Project Management:	Agile, SCRUM, Waterfall, JIRA, Confluence, SharePoint
Analysis Techniques:	SWOT Analysis, GAP Analysis, Impact Analysis, Risk Analysis
Other Tools:	MS Office Suite, ServiceNow, Change Request Management
Business Analysis & Documentation:	BRD, FRD, RTM, Use Case Development, UML, Functional Requirements Specifications (FRS), User Requirements Specifications (URS)
Other Tools:	MS Office Suite, ServiceNow, Change Request Management

EDUCATION:

Master of Science in Business Analytics   **Jan 2023 – May 2024**
Lewis University | Romeoville, IL

Bachelor of Technology - Electrical, Electronics and Communications Engineering   **Jun 2016 - Jul 2020**
GITAM Deemed University | Hyderabad, India

PROJECTS:

Shark Tank Investment Analysis

- Performed exploratory data analysis on Shark Tank investment data to identify patterns in industry success rates, deal characteristics, and funding trends, using Python and Tableau to provide actionable insights for stakeholders.
- Developed data visualizations in Tableau to showcase investment trends and success metrics, leveraging regression modeling to identify key predictors of deal outcomes and support strategic decision-making.