

Priyanka Padhi

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PROFESSIONAL SUMMARY

Senior Business Analyst or Product Owner– Healthcare & Salesforce Platforms with 8+ years of experience across **healthcare, pharma, and fintech**, specializing in **Salesforce-based platforms, workflow automation, and data-driven decision-making**. Proven track record of **owning requirements, backlogs, and cross-functional delivery** for patient scheduling, care coordination, contact center, and CRM solutions in regulated environments. Hands-on with **Salesforce Health Cloud & Service Cloud, SQL, Power BI, Tableau, and Python**, leveraging analytics and AI/ML techniques to inform product decisions. Adept at working with **clinical, operations, compliance, and engineering teams** to define epics/user stories, align roadmaps, and deliver features that improve patient experience, operational efficiency, and regulatory compliance. **Certified in Tableau Desktop, Salesforce Administration, PRINCE2, and Lean Six Sigma Black Belt**.

SKILLS

Product Ownership & Business Analysis: Product Discovery, Road mapping, Backlog Management, Requirements Gathering & Elicitation, User Stories & Epics, Use Cases, BRD, FRD, RTM, Gap / Impact Analysis, Acceptance Criteria, UAT Planning, Stakeholder Workshops, UML, Visio, Figma, Business Process Modeling

Healthcare, Pharma & Compliance: Patient Intake, Scheduling, Care Coordination, EHR/EMR & Contact Center Workflows, Field Service & Case Management (medical devices / service operations), Exposure to HIPAA/HITECH and pharma regulatory environments (FDA-style controls)

Fintech / Risk / Payments: Payments & Billing (ACH, Cards, Gateways), Fraud Detection & AML,

Data, Analytics & AI: SQL (BigQuery, MySQL, SQL Server, Oracle, Snowflake), GCP, Tableau, Power BI, Excel, Python (Pandas, NumPy), Data Modeling, Data Mining, Feature Engineering, Segmentation, Churn / Risk Modeling (Logistic Regression, Random Forest, Decision Tree)

Platforms & Tools: Salesforce (Health Cloud, Service Cloud), JIRA, Confluence, MS Project, GitHub

Methods & Frameworks: Agile (Scrum, Kanban), Sprint Planning, Backlog Grooming, Lean Six Sigma Black Belt, PRINCE2 Practitioner

WORK EXPERIENCE

Flexshopper, Senior Business Analyst

Jun 2025 – Oct 2025

- **Owned requirements and backlog** for enhancements to **ACH and card billing workflows**, including payment routing, retry logic, and failure recovery across multiple processors.
- **Led cross-functional collaboration** across product, risk, billing, and engineering to document business rules, define acceptance criteria, and ensure alignment between business outcomes and technical implementation.
- Built reusable **BigQuery datasets and SQL views** for weekly executive KPIs (success rate, reversal mix, recovery rate, fraud patterns), improving transparency into payment performance and strategy.
- Designed **ranking logic** to prioritize best payment methods per customer (working vs. non-working cards/ACH), improving recovery strategies and reducing failed attempts.
- Performed **soft-deletion and cost analysis** of non-working payment methods, identifying opportunities to eliminate unnecessary gateway attempts and saving **~\$40K/month**.
- Defined and implemented **reconciliation and data quality checks** across multiple payment gateways; created exception flags that reduced manual investigation effort by **~30%**.
- Conducted **root cause analysis** of transaction failures using SQL, Big Query, and Python; analyzed **NACHA R/E codes, AVS/CVV mismatches, and token inconsistencies** to refine retry strategies and reduce decline rates.
- Designed and delivered **Power BI dashboards** for executives and operations with standard payment and fraud views (success %, reversal mix, collections, fraud flags).
- Authored user stories, incidents, and change requests in **JIRA/Confluence** to drive fixes in billing, risk, and transaction flows; supported QA and UAT for production releases.
- Built **SQL-based fraud detection logic** for suspicious ACH/CC behaviors, reducing undetected fraud exposure by an estimated 20%.
- Facilitated **backlog grooming and sprint planning** with product and engineering leads to prioritizing payments, billing, and fraud enhancements by business value and risk impact.

Bank United, Data Analyst Intern

Jan 2024 – May 2024

- Analyzed **15M+ financial transactions** for AML and fraud risk assessment; identified 50+ suspicious cases and reduced false positives from 28% to 18% by refining risk rules and thresholds.
- Partnered with compliance, fraud, and risk stakeholders to **understand requirements**, define KPIs, and translate them into analytical queries and dashboard metrics.
- Developed **Power BI dashboards** to visualize fraud trends, anomaly patterns, and transaction KPIs for senior leadership, improving monitoring and decision-making.
- Participated in Agile ceremonies, contributing to **sprint planning, prioritization of analytics work, and iterative delivery** of fraud detection enhancements.

Accenture Ltd., Senior Business Analyst

Mar 2017 – Mar 2022

- Led end-to-end **requirements lifecycle** for healthcare and CRM initiatives: conducted stakeholder interviews, workshops, and JAD sessions; produced BRD, FSD, and Requirements Traceability Matrix (RTM).
- **Mapped As-Is and To-Be healthcare processes** (patient intake, scheduling, care coordination) to identify gaps, streamline workflows, and translate business needs into **Salesforce Health Cloud and Service Cloud solutions**.

- Gathered and documented **requirements for integrating EHR/EMR data** (patient demographics, encounters, appointments) into Salesforce Health Cloud, designing process flows and data flows, and defining mapping rules, validation checks, and access considerations.
- Performed **impact and gap analysis** to optimize Salesforce Health Cloud, improving appointment scheduling efficiency by 30% and enhancing patient and provider workflows.
- Designed **Salesforce Service Cloud workflows and process flow** to streamline case management and service operations, improving user experience and reducing handling time.
- Managed **Oracle-to-Salesforce data migration**: defined data mapping rules, validated data quality, and ensured regulatory compliance and continuity of business operations.
- Collaborated with **solution architects and business stakeholders** to define entity relationship diagrams (ERD) and data models for Care, Provider, and Appointment domains using Visio.
- Performed **data discovery and profiling**, created source-to-target mappings, and wrote SQL to validate feeds, reconcile field-level defects, and debug ingestion issues.
- Authored and refined **user stories, epics, and acceptance criteria** in JIRA; supported backlog refinement, sprint planning, and daily standups.
- Created **test plans and UAT scripts** for billing and CRM enhancements; coordinated UAT execution with business users and tracked defects to closure.
- Built **Tableau dashboards** for operational KPIs and automated reporting using SQL + Tableau, reducing manual reporting effort by ~25%.
- Led a **Fraud Lookback Project** applying SQL-based business rules to investigate historical data, ensuring data integrity, collaborating with stakeholders, and **mentoring junior analysts in Agile, JIRA, and business analysis best practices**.

Cipla Ltd., Project ManagerApr 2016 - Mar 2017

- Managed **\$1.5M+ pharmaceutical projects** (APIs, meds) across cross-functional teams (R&D, regulatory, supply chain) ensuring 95% on-time delivery and adherence to compliance requirements.
- Documented **business requirements, project charters, RACI matrices, and RAID logs**; aligned stakeholders on project scope, risks, and timelines.
- Used **MS Project** for schedule management, resource planning, and milestone tracking, improving execution efficiency by ~25%.
- Coordinated with vendors and internal teams for **procurement planning and contract management**.

SAI Life Science Ltd, Executive Project ManagerJun 2014-Apr 2016

- Delivered **30+ pharmaceutical API projects** for US and European clients on time and within budget, improving process efficiency by ~15%.
- Managed **project plans, budgets (up to \$1M+), and regulatory commitments**, maintaining ~90% on time delivery.
- Collaborated with cross-functional teams to **identify process bottlenecks** and implement improvements while ensuring compliance with quality and regulatory standards.

CERTIFICATIONS

Tableau Desktop Specialist | Snowflake Hands-On Essentials | Lean Six Sigma Black Belt | Salesforce Certified Administrator | PRINCE2® Practitioner | Python Essential Training

EDUCATION

Florida International University, Miami, FL – *M.S. in Information Systems – Business Analytics*Aug 2023 - May 2025

ICFAI University, Hyderabad, India – *Master of Business Administration*Apr 2012 - May 2014

University of Mumbai, Mumbai, India – *Bachelor of Management Studies*Apr 2009 - Apr 2012

PROJECTS

AI-Driven Strategy for Mobile Beer VehiclesAug 2024 – Oct 2024

Capstone Project – Miami’s First Local Brewery

- Led an **AI-driven go-to-market strategy** for mobile beer vehicles for a Miami brewery, defining problem statement, success metrics, and data requirements with business stakeholders.
- Built and evaluated **ML models (Logistic Regression, Random Forest, Decision Tree)** and clustering to segment customers and predict churn, then translated insights into **deployment strategies** (vehicle locations, time windows, target segments).
- Designed **data visualizations and scenario dashboards** to help leadership simulate route and capacity decisions, supporting data-backed launch planning.

SQL Database for Online Food DeliveryOct 2023 – Dec 2023

Database Management & Business Intelligence

- Designed and implemented a **relational database and ERD** for an online food delivery platform, modeling customers, restaurants, orders, and payments.
- Developed **SQL triggers and business rules** to automate order and payment workflows, ensuring data integrity and consistent status updates.
- Built **Power BI / Tableau dashboards** for real-time tracking of order volume, delivery performance, and customer satisfaction.
- Performed **sentiment analysis** on customer reviews and converted insights into **feature ideas/backlog items** (quality alerts, delay notifications, rating-based prioritization).