Ekta Singh

Business Analyst

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Summary

Dynamic business analyst with over 7+ years of total experience, including 4+ years in Salesforce implementations. Skilled in gathering requirements, creating user stories, and maintaining project documentation. Proficient in Agile Scrum and Salesforce reporting.

Skills

Agile & Scrum Methodologies, Business Process Modeling (BPM), Data Analysis & Reporting, Jira, Microsoft Excel, Power BI, Requirement Gathering & Analysis, Risk Assessment & Problem-Solving, Sales Cloud, Salesforce CRM, Salesforce Reports & Dashboards, Stakeholder Management, Tableau

Education

Bachelor in Technology
Ideal Institute of Technology

Certifications

- Salesforce Certified Business Analyst
- Salesforce Certified Associate
- Salesforce Certified AI Associate

Work Experience

Hinduja Group

Business Analyst

Gathered and analyzed business requirements related to Salesforce implementations and enhancements. Created user stories, process flow diagrams, and wireframes to support Salesforce development teams. Worked closely with developers, testers, and product owners in Agile Scrum teams to ensure timely delivery of Salesforce solutions. Designed and maintained Salesforce reports and dashboards for data-driven decision-making. Managed project documentation in Jira and Confluence, ensuring alignment between business goals and Salesforce capabilities. Provided training and support to end-users on newly implemented Salesforce processes and tools.

Hinduja Group

Operations Executive

Managed the planning of daily schedules and operational tasks for the employees. Streamlined communication channels between departments, improving cross-functional collaboration. Navigated complex problem-solving situations, delivering solutions that maintained operational continuity and quality standards. Facilitated continuous improvement initiatives, encouraging innovation and excellence in operations. Shared sales reports and backlog reports. Invoicing.