

# KRATI SHARMA

JAIPUR, INDIA

sharmakrati984@gmail.com

7023462715

Highly skilled Business Analyst with a year of experience in the IT industry. Proven track record of delivering successful projects and driving business growth through data-driven insights. Expertise in requirement gathering, process improvement, and project management. Adept at utilizing industry tools and techniques to optimize business processes. Strong communication and collaboration skills, with a passion for problem-solving and driving results.

---

## Skills

- Tools & Technologies
- Microsoft Excel
- Tableau
- Microsoft PowerPoint
- Proficient in Microsoft Office applications (Word, PowerPoint, Outlook). Intermediate to Advanced level MS Excel skills for data analysis, data manipulation, and reporting. Good understanding of data visualization techniques.
- Problem-Solving and analytical abilities Communication and Teamwork Adaptability and quick learner Time management and organization
- SQL
- Power BI
- Jira
- Technical Skills
- Soft Skills

---

## Educations

### MASTER OF COMPUTER APPLICATIONS (MCA)

S.S Jain Subodh collage, Jaipur, 12/2020 - 12/2022

- Computer Science
- Grade: 9.6

### BACHELOR OF COMPUTER SCIENCE

Kanoria PG Mahila Mahavidyalaya, 08/2017 - 12/2020

- Computer Science
- Grade: 6.8

### HIGHER SECONDARY

St. Angela Sophia Senior Secondary School, 08/2015 - 10/2017

- Grade: 8.2

---

## Experience

### BUSINESS ANALYST

BR Softech Pvt., 12/2023 - Present

- Conducted comprehensive market research specific to the iGaming and sports Industry to identify trends, target demographics, and perform competitor analysis, which informed product and sprint backlog development.
- Analyzed data within sports platforms to understand user behaviour, preferences, and engagement patterns, optimizing game design and monetization strategies and contributing to the creation of user stories, acceptance criteria, and epics.

- Collaborated with cross-functional teams and stakeholders to gather requirements, define features, and analyze user feedback, improving sports betting software performance and user experience, and ensuring clear and effective communication throughout the process.
- Demonstrated exceptional analytical skills to identify business needs and translate them into effective solutions, including documenting "As is" business processes and recommending improvements.
- Conducted market research, data analysis, and created detailed reports to support business decision-making, facilitating the elicitation of requirements using discussions, document analysis, requirements workshops, and workflow analysis.
- Proficient in using various tools and techniques such as SWOT analysis, process mapping, and gap analysis to improve business processes and performance, and maintaining updated documentation on business processes, applications, and business solutions including process flows, use cases, functional specifications, test cases, training, and system manuals.
- Adept at facilitating communication between stakeholders and cross-functional teams to ensure successful project implementation, serving as the conduit for the flow of requirements between the customer (both internal and external) and the technology and support teams.
- Demonstrated ability to adapt to changing business environments and provide strategic recommendations for continuous improvement, including leading and/or assisting quality assurance activities for small to medium projects and assisting in identifying the root cause of system and operational issues, analyzing data, and recommending solutions.

## **GRAPHIC DESIGNER**

Freelancer, 07/2023 - 12/2023

- Revitalized brand identities through the development of custom designs for logos, brochures, social media graphics, and other collateral, resulting in increased brand recognition and customer engagement.

## **BUSINESS ANALYST**

Emizen Tech Pvt, 02/2023 - 05/2023

- Collaborated closely with cross-functional teams, including marketing, product development, and sales, to develop and execute comprehensive strategic marketing plans. This collaboration resulted in a significant increase in brand awareness and customer engagement, achieved through coordinated efforts across various channels and initiatives.
- Conducted thorough data analysis and market research to identify emerging trends and market opportunities. These insights led to the development of innovative product offerings and new revenue streams, driving business growth and enhancing the company's competitive position in the market.
- Played a key role in training and mentoring new team members, ensuring they adhered to established best practices and company standards. This mentorship fostered a culture of continuous improvement, enabling the team to maintain high performance and adapt to evolving business needs.