Arpita Ghosh

Senior Business Analyst

As an experienced Senior Business Analyst with product management skills, adept at defining product vision, developing product roadmaps, and collaborating with engineering, marketing, and sales teams to successfully launch products, drive market adoption, and achieve revenue targets with customer focus at the heart of each engagement.

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SKILLS

Agile Methodology | Product Management | Alteryx | Analytics | Oracle Apex | JIRA | Confluence

Data Analysis | Documentation | HTML | JavaScript | CSS | PL/SQL | Miro | Backlog Refinement

Reporting and Management | Scrum Certified | SQL

WORK EXPERIENCE

SENIOR BUSINESS ANALYST
DANSKE IT & SUPPORT SERVICES

06/2019 - Present   *Bengaluru , India*

Achievements/Tasks

- Product roadmap creation and management, aligning product initiatives with business objectives and customer needs.
- User experience (UX) and user interface (UI) design collaboration, ensuring customer-centric product design and usability.
- Collaboration with cross-functional teams to conduct feasibility studies, business case development, and financial analysis for new product initiatives.
- Data Analysis for over 10 KPI reporting which generates Net Sales, AUM(Market values) and Total Income of Danske Bank for Management Reporting which helps business to compare the data with previous months and generate revenue.
- Defining and tracking key performance indicators (KPIs) to measure product success, such as reducing customer acquisition cost (CAC) by 20%, increasing customer lifetime value (CLTV) by 15%, improving conversion rate by 10%, achieving user retention rate of 80%, and maintaining a net promoter score (NPS) of 9 or higher.
- As a data Analyst worked with QA Automation to develop and enhance over 90% of key business processes by the Asset Management team which reduced 50% of manual excel work and helped users to get the data in lesser time.
- Worked for 6 months as a web developer using Oracle APEX, HTML, JavaScript, CSS, SQL, PL/SQL and migrated many legacy tool-based applications into mobile and web based applications which helped the customers to access the applications more effectively and it helped them to overcome some of the challenges they were facing while using the old legacy based applications.
- As a business Analyst collaborated and engaged multiple stakeholders and aligned scrum team in agile framework with product goals. Also, worked as a Scrum Master to facilitate various scrum events and introduced many new processes and tools for a better scrum framework which helped the developers to follow agile methodology more effectively.

SENIOR APPLICATION DEVELOPER
Oracle India Pvt. Ltd.

01/2017 - 06/2019   *Bengaluru.India*

Achievements/Tasks

- Defined Solutions with Global Automation Team at GFIC to map the requirements of different Line of Business and automate the application needs at various levels, resulting in a 30% reduction in manual effort, a 40% increase in application deployment speed, and a 25% improvement in overall system reliability.
- Collaborating with cross-functional teams to establish and track product-related KPIs aligned with overall business goals and objectives, resulting in improved cross-functional coordination, streamlined processes, and accelerated time-to-market by 20%.
- Worked on the Major upgrades of Oracle Apex applications from version 4.2 to 5.1 which included one of the most important theme change called "Universal Theme" with a better look and feel which helped the users to navigate through various pages of the application effectively which in turn saved much of their time and also it gave better visibility of data to the users through various dashboards which increased the usability of the application by 40%.
- Implemented QR code functionality which helped end user to load the most latest/updated document to work on their business processes in their laptop/ mobile phone which helped the users to access the application and read the documents any time they wanted.

WORK EXPERIENCE

Senior Software Developer
Dell International Services (Now NTT Data)

12/2012 - 12/2016   *Bengaluru,India*
Achievements/Tasks

- Worked as an Application Developer for a US based No.1 healthcare client called HPHC (Harvard Pilgrim Healthcare) and created many healthcare projects like drug inventory projects etc. for the clients.
- Created many internal Applications for the team like "Vacation Calendar" for the employees to feed in their leave/vacation details and "Leave Tracker" applications for the managers to keep a track of all the leaves of their team members as well as approval/reject their leaves which an email functionality.
- Key contributor in migrating all legacy-based applications from Lotus Notes to Share point and Apex applications along with end-to-end analysis of the product and demos to the customers.
- Managed a team of 5 members of developers and testers for Onshore-Offshore deliveries of various projects.

CERTIFICATES

Certified Scrum Master from Scrum Alliance   ITIL Certified Professional

CBAP Trained - Imarticus   Product Management Diploma - Pragmatic Leaders

ACHIEVEMENTS

"Go Extra Mile" award In Danske IT for delivery excellence   Shining Star Award and 3 Monthly Awards in Oracle for best performer

"Bronze Awards" and "ON The SPOT" Awards in DELL

EDUCATION

Computer Science and Engineering
Visvesvaraya Technological University

09/2008 - 07/2012   *Belgaum , India*