



Riya Singh

Name:

Location:

Noida

Current Position:

Business Analyst

Experience:

Seasoned Business Analyst with 5+ years at Quotient Technology, skilled in project management & systems improvement. Expert in SQL, JIRA, Tableau, Adobe Campaign Tool. Proven in leading teams, analysing process & enhancing business outcomes. Committed to innovation & customer support through strategic planning and effective solutions. Good analytical, verbal, written communication, and interpersonal skills.

Certifications:

- Business Analysis Basic
- Agile Scrum Master
- Agile Scrum Foundation
- Tableau Training

## TECHNICAL SKILLS

Skills	Business Analysis, Requirement Gathering, Agile Methodologies, BRD, FRD, User Stories, Use Cases, Scrum Event, Sprint Ceremonies, Adobe Campaign Tool Management • RDCM Project Management, Incident Management, Project Management
Tools & Technologies	Tableau, JIRA, SQL, Power Bi, Digital Marketing, Adobe Campaign Tool Management, Microsoft office
Methodologies	Agile/Scrum.

## PROFESSIONAL EXPERIENCE

- QUOTIENT TECHNOLOGY INC. BUSINESS ANALYST- APRIL 2022-PRESENT
- **Key Responsibilities:**

- Translate business needs into comprehensive documentation, including requirements, specifications, and use cases, to guide software development processes effectively.
- Executed and analyzed digital coupon campaigns, utilizing SQL for database support, and enhancing decision-making.
- Managed project lifecycles with JIRA, and Power BI, streamlining processes and improving insights.
- Collaborated with Data Campaign Manager (DCM) on coupon strategies and Retail Digital Campaign Manager (RDCM) projects.
- Orchestrated Adobe Campaign platform advancements by working closely with stakeholders to assess requirements, translating them into technical blueprints, and configuring essential system elements such as campaign workflows and personalized content to elevate marketing operations and audience interaction.
- Demonstrated adaptability, effective communication, and problem-solving, using Microsoft PowerPoint and Excel for presentations and analysis.

## PROFESSIONAL EXPERIENCE

LSEG (LONDON STOCK EXCHANGE GROUP)  
2022

PROJECT ANALYST – MARCH 2019- MARCH

- **Key Responsibilities:**
- Conducted market research to identify customer needs and preferences, guiding content creation strategies.
- Ensured business objectives aligned with content strategy through collaboration with internal stakeholders.
- Managed multiple projects, maintaining organization and meeting deadlines without sacrificing quality.
- Addressed client inquiries on US and Euro bonds, providing informed resolutions.
- Handled client queries and discrepancies related to internal products and Aladdin Security Master, ensuring data accuracy.
- Utilized Eikon and other tools for commodities content relevant to energy-efficient trading. • Implemented estimated resolution times for prompt and accurate client support.

## PROJECTS

## EXPERIENCE

### Company: Quotient Technology Inc.

<b>Duration</b>	April 2022-Present	<b>Role</b>	Business Analyst
<b>Project</b>	Target, Dollar General		
<b>Project Description</b>	Target is a big-box retailer known for its stylish shopping experience and wide range of products, including exclusive brands. Dollar stores, such as Dollar General and Dollar Tree, focus on affordability and convenience, offering basic necessities at low prices.		
<b>My Responsibilities</b>	<ul style="list-style-type: none"><li>• Translate business needs into comprehensive documentation, including requirements, specifications, and use cases, to guide software development processes effectively.</li><li>• Executed and analyzed digital coupon campaigns, utilizing SQL for database support, and enhancing decision-making.</li><li>• Managed project lifecycles with JIRA, Salesforce, and Power BI, streamlining processes and improving insights.</li><li>• Collaborated with Data Campaign Manager (DCM) on coupon strategies and Retail Digital Campaign Manager (RDCM) projects.</li><li>• Spearheaded Salesforce platform enhancements by collaborating with stakeholders to analyze needs, translating these into technical specifications, and configuring critical system components like workflows and custom fields to improve operations and user engagement.</li></ul>		

### Company: LSEG (LONDON STOCK EXCHANGE GROUP)

<b>Duration</b>	March 2019 – March 2022	<b>Role</b>	Project Analyst
<b>Project</b>	S&P Global		
<b>Project Description</b>	S&P Global is a leading financial services company providing essential market intelligence, credit ratings, and data analytics. It plays a crucial role in the financial industry by delivering insights for decision-making across various sectors.		
<b>My Responsibilities</b>	<ul style="list-style-type: none"><li>• Conducted market research to identify customer needs and preferences, guiding content creation strategies.</li><li>• Ensured business objectives aligned with content strategy through collaboration with internal stakeholders.</li><li>• Managed multiple projects, maintaining organization and meeting deadlines without sacrificing quality.</li><li>• Addressed client inquiries on US and Euro bonds, providing informed resolutions.</li><li>• Handled client queries and discrepancies related to internal products and Aladdin Security Master, ensuring data accuracy.</li><li>• Utilized Eikon and other tools for commodities content relevant to energy-efficient trading.</li><li>• Implemented estimated resolution times for prompt and accurate client support.</li></ul>		

## PREVIOUS PROFESSIONAL EXPERIENCE

QUOTIENT TECHNOLOGY INC.  
BUSINESS ANALYST  
APRIL 2022-PRESENT

LSEG (LONDON STOCK EXCHANGE GROUP)  
PROJECT ANALYST

MARCH 2019- MARCH 2022