**MD ABU BAKAR SIDDIQUE**

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**Sr. Salesforce Business Analyst**

Over 10+ years of IT experience including **Salesforce(SFDC), Service, Sales, Health and Commerce Cloud Platform** both as Administrator and Business Analyst Expertise at all phases of **Software Development Life Cycle (SDLC)** and **Software Test Life Cycle (STLC)** involving **requirements gathering, analysis, functional design, testing and implementation** in Salesforce.com. Highly skilled in in business problem solving leveraging the technology. Adopted modern approach to ensure encapsulation of best practices in process, adoption and deployment. Capable of **bringing enthusiasm and awareness** to teams, applying excellent **interpersonal and problem-solving** skillset, **expert judgement** to the **removal of impediments, keeping teams focused** and delivering success in rapidly **evolving and dynamic environments.**

* Expertise in **Service Cloud** of **CRM business processes** like **Forecasting, Campaign Management, Lead Management, Order Management, Account Management, and Case Management**.
* Experience in performing **Salesforce Commerce Cloud Integration, Implementation, deployment**, and supporting on live application, **customization as per stakeholders’ preferences**.
* Extensive understanding of **business process flow** of Salesforce in **Campaign management, Lead management** Account Management, Case Management, **Quote and Forecasting**.
* Conducting **Walk-through sessions, UAT, Smoke Testing and PPV**, **Validating and Monitoring Defects** using Azure DevOps for Business users and Development teams.
* **Expertise in SFDC Administrative tasks like creating Profiles, Roles, Users, Page Layouts,** Email Services**, Approvals, Workflows, Validation rules,** Reports, Dashboards, Tasks and actions
* Experience in **conduction requirement elicitation**, meeting with business to collect **Functional and Non-functional** requirement relating to client **Salesforce CRM technology enhancement**.
* Expert and proficient in **UML, BPMN diagraming** using **MS-Visio, LucidChart**, Balsamic, HTML, and Salesforce **CRM, Commerce Cloud for Static and Dynamic Mockup**.
* Experience in Detail **Salesforce ETL process End to End** form **requirement elicitation, Mapping, Extraction, Transformation, Load and security Check**.
* Experience in Detail ETL process **End to End Data Migration** with **Salesforce Data and Batch Loading** process.
* **Implemented Salesforce CRM to Salesforce Commerce Cloud Migration** with **Talend and Informatica Cloud**.
* Proficient in **Profile creating**, **standard and custom object creation in commerce and Sales cloud platform**, **field and table standardization** in Salesforce focusing eCommerce as per the business requirements.
* Experienced in **Object Oriented Programming** (OOPs), **Software As A Services** (SAAS), **Platform As A Service (PAAS), Infrastructure (IAAS) to integrate Commerce Cloud standard and custom object using Apex.**
* Adept in **managing team progress**, **performance status reporting** and **weekly project status** of Service Cloud
* Adept in working with **Triggers, workflow rules, Ajax,** **Apex batches process**, **Web Services, API’s** and **business logic** collaborated with team.
* Experience with the working of **Medicare** **(Part A, B, C and D) HMO, PPO, POS, EPO, CDHP** and **Medicaid Health**, Personal Injury Protection PIP insurance, billing experience with life and disability in health plan with total command of **CPT coding, HCFA-1500 and CMS 1500** claim forms and reimbursement forms.
* Experienced in **HIPAA compliance**, **Electronic Data Interchange (EDI)** and **HIPAA** code Sets, **ICD-9, ICD-10, ANSI-X12** implementation.
* Through understanding and Hands-on working experience with standards of **EDI/X12, 270 /271 and 276/277, 278, 811/820, 834, 835, 837** and Resection Code, **TA1, 999/997**.
* Experience with **QNXT 3.4, QNXT 4.6, Facets 4.71**, **Inbound and Outbound** interfaces, **EDI configuration, and Data Mapping** using **ANSI X12 4010 and 5010**.
* Managed and directed team in development of **Apex class, batch processing, local- global class, Java script** and **data duplication management and App Builder and CRM Solution.**
* Successfully adhered in Salesforce **community collaboration, blogs**, articles, group discussion and **presentation**.
* Skilled Working with **SOSL and SOQL database** and analytics integrated with **Tableau BI.**
* Experienced in Production **release Calendar, UAT Platform** management, **Dark and Live Production** Checklist.

**Technical Skills:**

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| --- | --- |
| Project Methodologies | **Waterfall**, **Agile**/ **Scrum**, **Scale Agile Framework** |
| Data Governance | **Data Migration, Data Mask,** AI and **Machine Learning**, **Robotic Process Automation** |
| Project Management | **Azure DevOps, RALLY**, **VERSION ONE**, **JIRA, Salesforce, Balsamic, HTML/CSS, MS-Visio, Lucid chart,**  |
| AI/ML, Generative AI | **Machine Learning Modeling and Training, Relu, AI, ChatGPT, Generative AI, CoPilot** |
| Languages | SQL, Python, R, HTML, JSON, XML, APEX, SOQL, JavaScript |
| Reporting tool | **Power BI, Tableau**, Crystal Reports, XSLFO, SAS |
| ETL | **Informatica- Power center and Cloud, Salesforce, AWS Cloud** |
| Documentation tools | **SharePoint**, **MS Team**, MS Office suite, **Microsoft Visio, Draw.io, Flows** |
| Business Intelligence/ Visualization Tools | **Tableau Desktop** and **Tableau Prep**, SAS, **SAS-JMP**, Basic Power BI, STATA |
| Salesforce (SFDC) | **Validation and Sharing Rules, Flows**, Einstein bot, Chatbot, Force.com IDE, Visual force, **Workflow, Flows, Process builder**, **Data Mask**, Guest User, Permission Set, Profiles, **Workbench, Data-Loader** **Content Management System** (CRM Content). Dynamic 365 |
| Defect Tracking Tools | Azure DevOps HP ALM, HP QC, POSTMAN, SOAP UI |

**Sr Business System Analyst Salesforce : Caterpillar - Peoria, IL**  **Mar 2022 – Current**

**Project: Integrated CRM -Migration and Data Governance**

**Scope:** Integrating numerous Salesforce Orgs working in cadence to support the enterprise short- and long-term goal mostly for Marketing, Community, Sales and Service Cloud. The Project focuses on seamless connection among systems for Account & Contact Master, Trifecta and Compliance screening maintaining the compliance and structured growth. Managing an Integrated CRM, support and monitor the process and putting governance to fulfil CAT Digital initiatives.

* Demonstrated leadership in creating and reviewing **Business Process**, **Requirements**, **Test plans, Release Cadence** related to **CRM Salesforce Sales and Community Cloud** aligning with the Enterprise long-term and short-term Goals
* **Provided technical guidance** to teams during **requirements analysis**, **Migration** assessment and Roadmaps, **client-side and server-side validations**, and **database interactions** considering **the Technical Debts and Data updates**
* Led teams in developing complex **workflows** and **approval** **processes**, closely collaborating with business user groups
* Worked closely with development teams to facilitate the **Technical Architecture and Technical requirements** of **Integrated CRM Platform** aligned with Business Units and **Ensured timely Deliverables**
* Implemented **Sale Cloud Consultation** through **Process optimization, Opportunity Process Alignment, Governance and Platform Readiness for Cross Cloud Operation** to feed **Marketing, Community and Sites Collaboration**
* Governed Community Cloud **Enterprise platform homogenization** for multi-operational interaction Platforms
* Actively participated in authoring test cases and tracking test summary reports for **Integration, and UAT testing**
* Demonstrated proficiency in **SFDC** administrative tasks, including creating **Profiles, Roles, Users, Page Layouts, Email Services, Formulae Fields, Approvals, Workflows, Reports, Dashboards, Tasks, and Events**
* Played a key role in **Scaled Agile Frameworks** (SAFe) implementation to ensure seamless project execution from beginning to end and building community effort to support Digital vision for **SFDC** and Beyond
* Successfully Deployed **scrum and Agile** methodologies to **optimize project delivery and stakeholder satisfaction**
* Ensured **Data Migration risk mitigation** best practices, **Migration Platform Readiness, Mapping, Diagraming** and **Demonstrations**, performing **quality assurance checks, Sandbox** and **database audits** for accuracy and compliance
* Managed the complete SDLC from analysis and design, Sandbox testing to **Regression**, **Post** **Deployment Validation**
* Created **Data Mapping documents, OLTP, and OLAP schemas for MS Dynamic Migration with SFDC and ETL.**
* Performed **Root Cause Analysis, GAP analysis, and impact analysis** to identify and address potential problems before they impacted the project, Raised concern **and awareness and mitigated risk** though **delegation** and Cross team Nexus
* Tracked and maintained **Requirement Traceability Matrix** to track **functional and non-functional** **requirements**
* Analyzed **As-Is and To-Be states** and performed Gap Analysis for developing Apttus and SteelBrick CPQ Adoption
* Managed **customization and configuration, Bundling and Discounting** of SteelBrick and Velocity CPQ using Salesforce to facilitate the Business and Integrated with Sales, Service and Community and Einstein Analytics
* Adminstered **Profiles**, **Permission** and implemented **Approval Process** as part of SFDC **Administration** and Monitor
* Collaborated with SFDC and Lightning developers to gather requirements, Apex and Visualforce code, and manage teams for XML request generation**, Opportunity Sales Process Unification and putting governance**
* Played a key role in integrating Dynamic 365 and Salesforce to automate quoting, contracting, and billing processes, streamlining operations, and saving time and effort though **UAT and Prod Validation**
* Managed All sites for Guest User Permission, Profile, System Permission, **Visualforce** access for **Audit Compliance**

**TECHNICAL SKILLS:**

**SALESFORCE.COM:**System Admin, Sales Cloud, Community Cloud, CPQ Analyst, Flows, workflow & Migration, Reports, Dashboards, Custom Objects, Custom Metadata, Custom Label and Setting, Workbench, Approval Process, Helios , GTS, Heroku Integration, SOQL, SOSL, Outlook Integration, AI Analytics, Data Governance. Object Optimization, Community and Site Compliances.

**Sr. Business Systems Analyst: H&R Block: Kansas City, MO**  **Jan 2021 – Feb 2022**

**Project: Salesforce Service Cloud Integration- Data Management**

**Scope:** This is an ongoing project to collaborate multiple service application and migrate to Salesforce Service Cloud to offer one stop service platform with DIY, Retail, FS, TSC, TRC and other LOB’s. Integrating CX One Cloud Connector, Nice-InContact, Data Governances, Khoros Marketing, Einstein Bot, Input Recommender, Knowledge Article and Flows and AI driven Analytics and CRM.

* Gathered **Functional requirements, Technical requirements,** created **Use Cases** as per user requirements for SFDC.
* Implemented **Business Analyst optimum practices** with solid understanding of **business requirement gathering**, documentation, **business process flow** and **business process modeling for Commerce and Sales Cloud**.
* Designed UML diagrams such as **Activity, Class, and Sequence diagrams** in addition to creating Business Requirements Document(BRD), FRD, and **System Requirement Specification**(SRS) using MS Visio and Lucid Chart. Involved with custom application development utilizing **Visual force and Lightning Framework** Data Loader for **Data Management in Force.com platform to develop custom app using App Builder for Commerce and Service Cloud.**
* Created **functional requirement documents**, Validated Business need, MS-Visio for diagramming, **Dev/QA** session for proper articulation, **QA sandboxes** Test, **Masking data** for security and **Prod Deploy Smoke Testing**
* Administrated and monitored the company's Salesforce Service cloud application by creating the **workflows** for automated **validation,** lead **escalation** and **email alert, web and email to case creation**
* Created **Profiles, Roles based on Organization role hierarchy** and implemented **Record-Level and Field-Level** **security** and **Permission set and Public groups** configured their sharing settings
* Administered **Summer/winter release security update**, assessing business impact and integrating with Dev team for **Managed Package installation,** **App Exchange** Tools installation for Masking, AI driven **Analytics and Securing**
* Used Lightning **Process Builder** to automate business process by provided a **visual representation**, **Debugging flows** and **validating, troubleshooting** and finding flow error by **analyzing elements** and **flow Manager**.
* Migrated data from legacy CRM systems in batch or one-time using Data Loader, Salesforce Workbench **CRUD**, **REST API operation**. Imported Case and contacts data through Import Wizard , Migrating SFDC and MS Dynamics 365
* Build the **organization's role hierarchy** by adding the Roles as per the organization structure and created custom profiles to satisfy the **organization's hierarchy**
* Created **Workflow Rules, Page Layouts, Approval Process**, Tasks, Email Alerts**, Field Update**s and **Flows** Messages to manage the **Workflow & Approvals**
* **Collaborate** with multiple **Sandboxes** like Dev, QA, UAT, POC, **Staging** **syncing** with Production and **Accommodating change in Profile across the sandboxes.**
* Managed **Omni-Channel Setting** for optimizing workforce user as per role and group setting. Timeout setting.
* Manage **Salesforce Support Case**, moderate, **collaborating with support and team**, business **feedback and update**
* Bulk Case **CRUD** Operation. **Workbench Permission Set, Profile update** as per business need and Reports based on business needs, **Created Views, SOQL query for data validation,** **Batch loading** for **MS Dynamics** 365

**TECHNICAL SKILLS:**

**SALESFORCE.COM:**Salesforce CRM, Salesforce Admin, Service Cloud Console, SSO, Apex Language, VisualForce (Pages, Component & Controllers), Salesforce.com Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs,Workbench, MS Dynamics 365, SalesForce offline Edition, Analytic Snapshots, Case Management System, SOQL, SOSL, Data loader

**Salesforce Business Analyst: United Healthcare Group, Hartford, CT July 2019 – Dec 2020**

**Project: Claim Processing System - Provider Data Management (PDM/MDM)**

**Scope:** The project was about improving the legacy application for claims processing system in terms of time taken for processing claim and monitoring errors. The focus was to develop the process of deployment, monitoring, timely schedules of claims ensuring minimal error, adhering to the rules and regulations of compliance of the organization.

* Managed **Salesforce Admin roles** by providing technical solution to various business needs using **Service Cloud** **Integrated capabilities**, enhancing new state of the Art **training and support** for HealthClould users
* Worked with various salesforce.com objects like **Case, Account, Contacts, Leads, Opportunities** modeled Parent Child relation between **Standard and Custom App, Object and Fields** to address **dynamic business needs**
* Conducted **requirement discovery workshops** to understand user goals and communicate Salesforce technical capabilities and limitations, collaborating **Sprint Refinement**, **User Story and AC** writhing and documenting
* Used **Data Loader** for insert, update and **bulk import or export** of data from Salesforce.com, **Salesforce Objects** used it to read, **extract and load data** from comma separated values (CSV) files and integrated cross Clouds.
* **Used SOQL & SOSL** with consideration to Governor Limits for data manipulation needs of the application using **platform database objects, standard and custom objects are defined through Schemas for Commerce Clould**.
* Integrated using **Restful Web service callouts** to other external systems securing **REST with OAuth 2.0 and integrated App Builder, Internal and external API integration**.
* Used Force.com **web service API** for implementing WSDL in the application for access to **data from external systems** and web sites.
* Stablished and verified **Compliances and regulations using improved quality of PDM**, Improved provider directory accuracy, and through **recommendation and request input between** MS Dynamics 365 and Salesforce CRM.
* Performed **Integration and reconciliation** of various provider source data, **End-user self-service** and delivering business value thought **data stewardship in HealthCloud.**
* Introduced as Implement agent of Technology, effectiveness and efficiency to ensure steady progress to achieve **Golden Data Attribute/Single Source of Truth.**
* Best practices for HealthCloud, deployment, and sustainment in **data stewardship** and **Data governance PDM/MDM.**
* Managed Team in **developing Custom objects, Apex Triggers** for App Builder and unit testing and code coverage.
* Administer the **Sales funnel** for Healthcare Insurance **Members and Subscribers** through **Sales Cloud Optimization**, **Next Best Action** Designing and through lifecycle journey and **Approval Process**.
* Develop and execute **Test Scenarios, Test Scripts, test data documents** based on Requirements and Design documents mostly in agile environment for **Dev, Test and UAT Sandbox for Commerce Cloud application**.
* Executed various levels of **Unit, Integration, Regression and User Acceptance (UAT)** using test cases to prove that system conform to specifications of business and quality requirements for both Dev, test and UAT Sandbox.

**TECHNICAL SKILLS:**

MDM, EDI, CPT, ANSI, PHIR, HL7 Facets, QNIXT, MS Visio, Atlassian, Confluence, Jira, Sandbox, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Workbench, MS Dynamics 365, SalesForce offline Edition, Analytic Snapshots, Case Management System, SOQL, SOSL, Data loader

**Senior System Analyst: KITC Technology, Dhaka, Bangladesh February 2016 - November 2018**

**Payment Processing Legacy Enhancement**

**Scope:** The system needs to be enhanced with authorization and authentication features to reduce the length of subscriber onboarding process. Enhance security and performance with multi-stage verification system, integration of new API’s and Webservices. Capability enhancement with Automated systems, Batch process and Microservice Application.

* Worked with **Master and Visa card processing** regulations, **chargeback processing**, and **settlement and clearing** process, **ACH credit and debit** payment processing.
* Worked extensively with various file **formats, feed, extract, from external** sources into a large **data warehousing**.
* Interacted with **onsite and offshore team** to understand **project status and resolving issues** including leading daily status calls and coordinating between **technical team and business users** to provide quick business solutions.
* Participated in **JAD sessions** for requirement, **feasibility and risk analysis** with various stakeholders, including **designers, developers, QA and management** to identify critical and **high-risk areas of the application**.
* **Developed data flow diagrams**, **illustrating the flow of data** from the **Legacy systems** into the **Application database** Tables, along with checkpoints for testing verification.
* Used the **UML Visio for structuring / modeling the business flow**. Used **MS-Team, Visio, Power Point,** Outlook, **Project for analysis**, presentation and documentation throughout the project.
* Facilitated and lead **inhouse application development** team meetings as needed. Managed and administered corporate Microsoft Office **SharePoint Application.**
* Collaborated with the **QA team** in reviewing and **validating test plans and test cases**, ensuring Quality Product.
* Designed **interfaces** and Coexistences for application systems to support during the transition phase.
* Participated in publishing **daily dashboard to business users** and higher-level management.
* Developed a **user acceptance test plan and test case scenarios** to guide a select group of key end-users in testing the user **interface and functionality** of the application.
* Performed requirement walkthroughs with the development and QA teams with the aim to **develop testing strategies and test plans such that test cases** reflect user needs.

TECHNICAL SKILLS:

Environment: Salesforce, Agile- Scrum, HTML/CSS, Oracle DB, RALLY, SQL, MS SharePoint, MS Projects, AJAX, SOAP, Webservice, API, XML, JSON, Selenium, Balsamiq, Postman and Swagger , XSLFO, Lucid Chart, MsSQL and MSSQL Server, SSIS

**Business Analyst**: **Winmac Solution - Core Banking System Dhaka, Bangladesh Oct 2013-- November 2016**

**Bank-Foreclosure Property Preservation**

**Scope:** Delivering analytics support to National Asset management company based out of United States. Analyzing client profile and resource and analyzing territory of business and recommendation with reporting, Matrix Analysis and advising. Ensuring data usability and sanity across the industry and deliver the data driven solution for inhouse and offshore client.

* Initialized uses of **Management, Estimation, Processing, standardization of analytical practices** and **Statistical tools** to collect and mining data for making easy access, use and **updates to databases**.
* Define **financial and analytic metrics** to measure development and outcomes and produce **performance reports**.
* Strengthen insights with sound **statistical and financial analysis** to meet the fast-changing market demands.
* **Storytelling, visualizing and communicating** on **quantitative analyses** and findings with wider audience.
* Evaluated sales data and **analyses trends** to understand competitive environments and **assess current strategies**.
* Corrected any **data entry error** to prevent later issues such **as duplication or data degradation**.
* Coordinated **statistical data analysis**, design and information flow and presented to **internal and external clients**.
* Produced monthly **CRM software reports** using advanced **Excel spreadsheet functions**.
* Performed **system analysis**, documentation, testing, implementation and user support for platform transitions.
* Aligned technologies like AI**, Machine learning**, **Webservices/API, Microservices** with business value, Being Agile, Defined measures, monitoring process of development and validating business goals leveraging IT.
* Adopted **Salesforce CRM** for Customer data management, Access and reporting for a Smooth Journey from the **Legacy Platform** to Modern **SaaS Platform** for management, Pipeline and Reporting.
* Keep truck of **Unit Testing** for all the **functionalities and performed Functional Testing**.
* Collaborated **in designing, developing, and deploying Apex Classes, Controller Classes, and Apex Triggers** for email services and **lead-to-contract** conversion.
* Experience in **Functionality Testing, System Testing, Integration Testing, Regression Testing, User Acceptance Testing (UAT), Load/Stress Testing, Performance Testing** and Maintenance testing in different projects.
* Mentoring and **monitoring team for optimum efficiency** and stable progress through **openness and approachability**.
* **Shortened extended processing time**, improved operations, and **provided worthwhile client support**.
* Devoted special emphasis to workflow to maintain an **outstanding performance and consistency**.

**TECHNICAL SKILLS:**

**Environment:** Agile- SAFe Framework- (HTML/CSS, Java, SQL), MS Visual Studio, MS Project, Jira, SharePoint, Tableau, Web Services, API, Microservices, AJAX, SOAP API, RESTful Services, Team Foundation Server, Java, JavaScript MS office 365

**Academics: Worked as a Teacher for Undergrad and Highschool curriculum for Several institution from 2008 to 2013 and actively administered as academician and facilitator to guide and mentor the students.**

**Teaching Class of 2019 Undergrade 232&231 Micro Economic and Macro Economics at Western Illinois University as Teaching Support Assistance.**

**Education & Certification:**

* Post Bachalorate In Decision Analytics - Data Science (**Western Illinois University (USA)**
* MS in Quantitative Economics (**Western Illinois University (USA)**
* MSS in Economics (**Jagannath University (Bangladesh)**
* BSS in Economics (**Jagannath University (Bangladesh)**
* **Python and R Certification for Data Science (Data Camp)**
* **Salesforce System Admin Certification (Sales and Service Cloud)**
* **Trainer and Administer at Inrika Inc for Business Analyst and Salesforce**
* **Trainer and Administer at Groksys LLC for IT Upskill BA/BSA and Salesforce**
* **Co-Founder of Cognobits Upskill Resource Program**