

# O. PAGYA

Chennai TN | 7548811087 | [LinkedIn](#) | [Email](#)

## OBJECTIVE

Results-driven **Business Analyst** with 4 years of experience driving digital transformation, product innovation, and process optimization in the B2B & B2C industry. Proven expertise in **requirements elicitation, stakeholder management, process modelling, and data-driven decision-making**. Skilled at bridging business and technical teams to deliver scalable solutions that boost revenue, optimize workflows, and enhance customer experience. Recognized for leading **AI-driven initiatives**, mitigating high-value revenue risks, and enabling seamless **API integrations** across global platforms.

## SKILLS

- Business Requirements Gathering & Documentation (BRD, FRD, User Stories, Use Cases), Critical & analytical thinking
- Agile/Scrum, Stakeholder Management, Change Management, Business strategy, GTM strategy
- Process Analysis & Optimization (As-Is/To-Be Modelling, Market Analysis, Gap Analysis)
- API & System Integrations, CRM Implementation, CMS Implementation, Microservices Analysis, Mobile and Web Applications
- Data Analysis & Reporting (SQL, Power BI, Tableau, Google Analytics, Heap, Hotjar, Heatmap)
- User Research & Experience Optimization, UI/UX Collaboration, A/B Testing, Wireframing (Figma, Balsamiq)
- Tools: Jira, Confluence, SAP CRM, Visio, Miro, Figma, Contentful, Hubspot, Workato, Azure, Gensys, Kiro, Loveable

## WORK EXPERIENCE

### IDP Education Pvt. Ltd. Chennai – Business/Product Analyst

Mar 2022 – Present

- Led **end-to-end requirements gathering and documentation** (BRD, FRD, user stories, use cases, process flows, acceptance criteria) across multi-country platforms including Student Services, CRM, CMS, Payments, and Partner Integrations.
- Managed **product ideation, market analysis, stakeholder communication, and roadmap planning**, overseeing feature enhancements from concept to implementation across IDP Website and eCommerce payments.
- Conducted **current-state (As-Is) and future-state (To-Be) analysis** of document-heavy and workflow-centric systems, identifying automation opportunities and optimizing business processes.
- Improved **conversion rates by 30%** through requirements analysis, A/B testing, UX collaboration, and implementation of customer-centric enhancements.
- Increased journey completion by **25%** and boosted customer satisfaction by **18%** through user research, journey mapping, and cross-functional UX alignment.
- Mitigated **~\$450K/month in revenue leakage** by performing root-cause analysis on reconciliation gaps, vendor mismatches, and API integration issues; drove cross-functional corrective measures.
- Designed and launched **AI-powered solutions** (custom LLM, WhatsApp chatbot, internal AI portal) that reduced manual workload by **40%** and improved operational turnaround time.
- Delivered secure **API integrations with financial and healthcare providers**, enabling onboarding of banking, payments, and insurance services while ensuring GDPR and compliance alignment.
- Built and owned **BI dashboards and KPI reports** (MRR, funnel analysis, path exploration) reducing manual reporting by **50%** and saving 10+ hours weekly.
- Facilitated stakeholder workshops (SWOT, MoSCoW, story mapping) improving delivery timelines by **20%** and aligning business value with technical feasibility.
- Collaborated closely with Engineering, QA, UX, Product Owners, and external vendors to validate solution designs, clarify integration requirements, and support seamless implementation.
- Supported UAT planning and execution, ensuring delivered solutions met documented business requirements and compliance needs.
- Created and maintained process diagrams, integration mappings, and stakeholder decks to enable effective communication across global cross-functional teams.
- Acted as a **techno-functional bridge** between business and development teams, ensuring clarity, feasibility, and long-term platform alignment.
- Supported change management through training materials, release documentation, and user guides to ensure smooth system adoption.
- Drove end-to-end **Agile delivery**, managing backlog prioritization and ensuring sprint goals were consistently achieved.

## EDUCATION

**PONDICHERRY UNIVERSITY Pondicherry** Master of Business Administration (July 2020 – Jun – 2022)

Dept. of Banking Technology | Cumulative GPA: 8/10.0.

Relevant Coursework: Product analysis, Lean and Six Sigma, Data Analytics, Power BI

**PSGCOLLEGETECHNOLOGY Coimbatore** Bachelor of Engineering (Aug 2016 – June – 2020)

Majors in Electrical & Electronics Engineering | Cumulative GPA: 7.5/10.0.

Relevant Coursework: Statistical Analysis; Artificial Intelligence; MATLAB

## CERTIFICATIONS

- CCBA – Certification of Capability in Business Analysis (IIBA)
- Business Analysis & Product Management (IIBA Endorsed)
- Agile Product Owner & Data-Driven Product Management (IIBA, NASBA)
- Product Analytics & Product-Led Growth (Product School, NASBA)
- UX Design, SEO & Competitive Analysis