



PRATEEK KUMAR SINGH

Business Analyst Implementation Specialist

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PROFILE

As a Business Analyst / Implementation Specialist, I have a Passion for Helping Organizations Successfully Adopt and Integrate New Software and Technology Solutions. With 2 Years of Experience in the Implementation Industry, I have Developed a Deep Understanding of the Onboarding and Implementation Process, from Requirement Gathering, Scoping, Planning to Testing, Deployment, and Training.

EDUCATION

Lovely Professional University, Jalandhar

2017 – 2022
Integrated B.Tech + MBA (CGPA : 8.2)
B.Tech Specialization : Computer Science
MBA Specialization : Marketing and HR

Little Flower School, Gorakhpur

2015 – 2016
Class XII CISCE Board
Subjects : Mathematics + Computer Science
Percentage : 92 %

Little Flower School, Gorakhpur

2013 – 2014
Class X CISCE Board
Percentage : 90 %

LANGUAGES

- Hindi
- English

WORK EXPERIENCE

LeadSquared (MarketXpander Services Pvt. Ltd.)

Business Analyst – Team Lead North (Dec. 2022 – Mar. 2023)

- Managed a Team of 5 People for Quick Implementation and Delivery of the Projects in North Region.
- Developed Decision Making ability to make Decisions Quickly and Effectively, Weighing up the Pros and Cons of Different Options.
- Coaching and Mentoring Skills, ability to Coach and Mentor Team Members, Providing Guidance and Support.
- Project Management Skills, Planning, Organizing, and Overseeing the Resources, Tasks, and Stakeholders involved in a Project.
- Execute the Implementation Plan: Make the Customer Live within the Promised Timeframe.

Business Analyst Executive (Apr. 2022 – Dec. 2022)

- My Role Involved Implementing and Integrating Software Systems or Solutions within my Organization.
- Understanding Customers' Business Needs and Provide Appropriate Solutions using LeadSquared.
- Come Up and Implement the Best Way of Importing Existing Customer Data.
- Work with Sales, Customer Success and Customer Support Teams to ensure that they understand any Customizations done or Unique Needs Served for the Customer.
- Be SPOC for Customer on Implementation. Communicate Work Status to Client and Internal Stakeholders on a Regular Basis.
- Work Closely with the Product Development Team to Share Client Feedback and for Post-Implementation Reviews.
- Setting up Training Sessions for Stakeholders and Ensuring Good Product Adoption.

Business Analyst Intern (Jul. 2021 – Apr. 2022)

- Responsible for Supporting the Implementation of New Projects.
- Took Initiative and was Proactive, Identifying New Opportunities to Grow.
- Made Valuable Contribution to the Team, Gained New Skills and Knowledge.

SKILLS

- **Requirement Gathering**
Identifying and Documenting the Needs, Objectives, and Constraints of a Project.
- **Documentation**
Defining a Clear Scope and Specification for the Project.
- **Solutioning & Implementation**
Understanding Client's Requirement and Identifying the Most Appropriate Solution.
- **Training**
Educating and Training Clients, Ensuring that the Client can use the Product Efficiently.
- **Project Management**
Planning, Organizing, Staffing, Monitoring and Delivery of Project.

CERTIFICATIONS

- LeadSquared Product Certification – LeadSquared
- Management Essentials - upGrad
- Business Analytics - Simplilearn
- Digital Marketing - Google
- Marketing Foundations – Great Learning
- Data Science – Simplilearn
- Microsoft Office – Tata Steel