

PERSONAL DETAILS



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Portfolio



LinkedIn

EDUCATION



MS in Information Systems,
Central Queensland University,
Australia, 2016

B.E. in CSE, Jeppiaar Engineering
College, Chennai, 2013

CORE COMPETENCIES

Business Analysis & Product
Delivery



Requirements Engineering
& Management



Product Lifecycle
Management



User Stories & UAT / SIT



Azure DevOps & Backlog
Management



Cross-Functional Team
Leadership



Functional Analysis &
Solution Design



Business Process
Improvement



Agile & Scrum
Methodologies



Digital Transformation



AI-Augmented Analysis



ANANTH PRASAD KUPPAN MARINATH

Lead Business Analyst | Product & Digital Solutions | AI-Enabled Analysis



PROFILE SUMMARY

- Senior Business Analyst with **8+ years of experience** across SaaS, payments, hospitality, banking, and retail domains, delivering business and technology solutions across complex product environments.
- Strong** in **requirements gathering, stakeholder management, user stories, process analysis, backlog refinement, and functional documentation**, working closely with business, development, QA, UX, and customer teams.
- Hands-on** experience with **payment and subscription-based products**, including billing, membership, payment processing, and transaction-related solutions, with exposure to platforms such as ACH and FreedomPay.
- Experienced** in managing **end-to-end product delivery**, from requirement analysis and scope definition to development support, functional validation, UAT, release preparation, production rollout, and customer support.
- Leverages AI tools and Azure DevOps** to improve requirements analysis, identify gaps, create user stories, develop process flows, and streamline documentation and delivery activities.
- Proven** experience in **Agile team collaboration and mentoring junior BAs**, managing multiple products while ensuring clear requirements, effective stakeholder communication, quality delivery, and strong customer alignment.



SKILLS

- API & Integration:** REST API Design | JSON | Postman
- Development & Programming:** SQL | .NET | JavaScript | Swift
- Development & Collaboration Tools:** GitHub Copilot | Azure DevOps | Visual Studio | JIRA | Claude Code
- UI/UX & Prototyping:** Figma | Balsamiq Mockups
- Compliance:** General Data Protection Regulation (GDPR)
- Domain Expertise:** Banking | Payments | Hospitality
- AI Tools:** Claude | Cursor | GitHub Copilot | Figma
- Productivity Tools:** Microsoft Office | Microsoft Access



WORK EXPERIENCE

Agilysys Technologies, India | Senior Business Analyst | Feb 2021 – Present

Key Result Areas:

- Leading end-to-end business analysis across a multi-product SaaS ecosystem spanning customer engagement, reservations, payments, and service platforms.
- Owning the full product lifecycle from requirements discovery and solution definition through development, testing, and production release across multiple product lines.
- Orchestrating cross-functional delivery with Product Management, Engineering, QA, Sales, and Technical Services, driving stakeholder alignment and execution.
- Defining functional requirements, optimized end-to-end workflows, and established API integration strategies to support scalable product architecture.
- Implementing data validation and reconciliation frameworks that strengthened data integrity, accuracy, and system reliability.
- Facilitating stakeholder workshops, product demonstrations, and discovery sessions to accelerate decisions, clarify requirements & improve delivery outcomes.
- Shaping product roadmaps, feature prioritization, and continuous improvement initiatives to drive product evolution and business value.
- Driving production support through issue triage, root-cause analysis, and enhancement tracking, ensuring system stability, performance, and continuous improvement.

Key Highlights:

- Directed UAT, SIT, and production validation, contributing to a **~30% reduction in post-release defects**.
- Architected **and delivered** high-performance solutions capable of processing **1.5M transaction records within 20 minutes** across booking, payment, and membership systems.

- Prioritized **and managed** 600+ annual work items, aligning delivery with strategic objectives, business priorities, and timelines.
- Built scalable demo and client onboarding environments, **accelerating onboarding efficiency by ~40%**.
- Leveraged AI-powered tools, including GitHub Copilot and codebase analysis, to accelerate requirements generation and **improve documentation efficiency by ~40%**.

Techtilt Info Solutions | Business Analyst | Aug 2019 – Jan 2021

Key Result Areas:

- Directed business analysis activities and coordinated offshore/onshore stakeholders to ensure seamless project execution.
- Led multiple concurrent projects, partnering with freelance and onshore developers to deliver high-quality software solutions.
- Cultivated client relationships across the USA and Australia, strengthening customer satisfaction, engagement, and retention.
- Produced BRDs, SRSs, FRDs, wireframes, and user stories to translate business needs into clear, actionable development requirements.
- Implemented Scrum practices to improve team collaboration, delivery cadence, and project execution.
- Managed project schedules and milestones in Asana, driving 100% on-time delivery through proactive planning and tracking.

Novo Shoes Group Pty. Ltd. | Online Sales Assistant | Jul 2017 – Feb 2019

Key Result Areas:

- Analyzed and delivered weekly and monthly online sales reports using Excel, providing actionable insights to support business decisions.
- Managed 500+ customer inquiries daily, resolved issues efficiently and strengthened customer satisfaction.
- Coordinated the processing and quality assurance of 2,500+ daily sales orders, ensuring accuracy and timely fulfillment.
- Validated and maintained customer data prior to order processing, safeguarding data integrity and transaction accuracy.
- Executed promotional campaigns by managing sales offers and targeted customer email communications.
- Developed and implemented sales and marketing strategies to increase customer engagement, promotional effectiveness, and revenue.
- Maintained accurate client reporting and cultivated strong customer relationships to support retention and long-term business growth.

7 Eleven | Team Member | Jun 2015 – Feb 2019

Key Result Areas:

- Trained, coached, and supervised new and existing team members as Second-in-Charge, driving operational efficiency and high-performance standards.
- Delivered exceptional customer service to 1,000+ customers per shift, resolving inquiries and complaints efficiently while maintaining a positive customer experience.
- Managed daily sales reconciliation and reporting, ensuring financial accuracy and providing timely updates to the Store Manager.
- Oversaw inventory management, monitored stock levels, and coordinated replenishment orders to maintain optimal product availability.
- Managed weekly workforce scheduling through Kronos, ensuring effective staff allocation and seamless day-to-day operations.

Hike POS | Business Analyst - Sales consultant | Jul 2018 – Nov 2018

Key Result Areas:

- Led requirements analysis for POS solutions, partnering with development teams to resolve issues and drive timely delivery.
- Produced and managed SRS, FRD, training materials, and other critical project documentation to support successful implementation.
- Designed client-focused wireframes and UI mockups, translating business requirements into intuitive user experiences.
- Translated stakeholder needs into 10+ actionable deliverables, including functional specifications, use cases, user stories, process/workflow diagrams, and data-flow/data-model diagrams.
- Analyzed complex business requirements and workflows across web-based POS, mobile/web applications, digital platforms, e-commerce, and cloud ERP solutions.
- Translated complex business needs into clear data and process models, provided concise progress updates and insights to senior management.
- Developed and executed stakeholder-focused marketing strategies that increased the customer base by 9%.
- Defined and maintained detailed business requirements, ensured alignment between functional objectives and technical specifications.
- Optimized business processes within Agile environments by evaluating scope, alternatives, dependencies, and project risks.
- Facilitated client discovery sessions to capture software requirements and business rules, ensured clear alignment between stakeholders and development teams.



INTERNSHIP

Fujitsu | ETL Intern | Oct 2016 – Dec 2016

Role:

- Managed NDW application support by providing timely client and team updates, coordinating issue resolution, and maintaining clear stakeholder communication.
- Monitored and resolved ITAM incidents, managing queues through closure and improving incident resolution efficiency.
- Administered ticketing systems across Optus and Telstra projects, ensuring accurate tracking, prioritization, and timely resolution of issues.
- Developed and optimized SSRS reports for the Telstra ETL project, using conditional formatting to surface critical insights and support data-driven decisions.
- Maintained and enhanced SSIS integration reports for the Telstra ETL project, improving data consistency, reporting accuracy, and pipeline reliability.
- Led requirements gathering and data modeling for the Medicare project while resolving SharePoint data-extraction issues and streamlining automated reporting processes.



PERSONAL DETAILS

Languages Known: English, Tamil | **Address:** Chennai