



Personal Details

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Current City

Chennai, India

Martial Status

Single

LinkedIn

<https://au.linkedin.com/in/ananth-prasad-k-m-58418b6b>

Education

Dec 2017 - Apr 2018

Professional Year

Performance Education - Melbourne VIC

Mar 2015 - Oct 2016

Master's In Information Systems

Central Queensland University - Melbourne VIC

July 2009 - Dec 2013

Bachelor of Computer Science & Engineering

Anna University - Chennai INDIA

Jul 2007 - Jul 2009

Grade 12 (State Board)

Vetri Vikaas, Salem, India

Jul 2006 - Jun 2007

Grade 10 (CBSE)

Smt,Ramkuwar Devi Fomra Vivekanada Vidyalaya,
Chennai, India

ANANTH PRASAD KUPPAN MARINATH

Senior Business Analyst | Product, Payments & AI-Driven Delivery | SaaS | Banking | Hospitality

Senior Business Analyst with 8+ years of experience delivering enterprise-grade solutions across SaaS platforms, banking and payments systems, and hospitality ecosystems. Proven expertise in end-to-end product delivery, AI-assisted requirement engineering, and API integrations for high-volume transaction systems. Strong ability to drive cross-functional stakeholder alignment and deliver scalable, user-centric solutions using Agile methodologies, UX-driven design, and data validation practices. Demonstrated track record of improving delivery efficiency, reducing defects, and scaling product capabilities across complex digital platforms.

Experience

Senior Business Analyst

Feb 2021 - Present

Agilysys | Chennai

- Led business analysis across a multi-product SaaS ecosystem, covering customer engagement, reservations, payments, and service platforms
- Owned end-to-end product lifecycle from requirement discovery to production release across multiple product lines
- Delivered solutions supporting high-volume transaction systems (1.5 Million record revenue in 20 mins) across bookings, payments, and memberships
- Managed and prioritized 600+ work items annually, ensuring alignment with business goals and delivery timelines
- Collaborated with Product, Engineering, QA, Sales, and Tech Services to drive cross-functional delivery and stakeholder alignment
- Defined functional requirements, system workflows, and API integration strategies for scalable product architecture
- Led UAT, SIT, and production validation, reducing post-release defects by ~30%
- Implemented data validation and reconciliation practices, improving accuracy and system reliability
- Built scalable demo and onboarding environments, improving client onboarding efficiency by ~40%
- Conducted stakeholder workshops, product demos, and requirement discovery sessions, improving decision-making and delivery speed
- Contributed to product roadmap planning, feature prioritization, and continuous improvement initiatives
- Leveraged AI tools (GitHub Copilot, codebase analysis) to accelerate requirement generation and improve documentation efficiency by ~40%
- Provided production support, issue triaging, and enhancement tracking, ensuring smooth operations
- Led training sessions for internal teams and enterprise clients, improving product adoption
- Mentored junior analysts, reviewed deliverables, and ensured quality and consistency across outputs
- Drove end-to-end ownership across multiple product domains, ensuring successful delivery and customer satisfaction

Business Analyst

Aug 2019 - Jan 2021

Tech Tilt Technologies | Chennai

- Gathered, analyzed, and documented business and functional requirements across hospitality, retail, and banking domains, aligning solutions with project scope and business objectives.
- Conducted stakeholder interviews, client workshops, and business presentations to elicit, prioritize, and validate requirements.
- Developed 'As-Is' and 'To-Be' process maps and performed gap analysis, driving process improvements and ensuring alignment with target-state architecture.
- Collaborated with technology teams to define solution design, scope, and implementation strategies across the SDLC.
- Performed data analysis and data modeling to support reporting, data warehouse requirements, and business insights.
- Led UAT, QAT, and PVT testing, validated outputs, and conducted root cause analysis to resolve system and data issues.
- Managed Agile/Scrum delivery, including sprint planning, backlog management, wireframing (Axure, Visio), and creation of RFP/RFQ and compliance documentation (NDA).

Online Sales Assistant

Jul 2017 - Feb 2019

Novo Shoes Group Pvt. Ltd | Melbourne VIC

- Generated and analyzed weekly and monthly sales reports using Excel, supporting data-driven decisions across retail and digital commerce operations.
- Managed high-volume customer support (500+ emails daily), resolving queries efficiently and enhancing customer experience and retention.
- Processed 2500+ sales orders daily as part of a team, ensuring accuracy, quality control, and timely fulfillment in a fast-paced e-commerce environment.
- Maintained and updated customer master data, ensuring data accuracy prior to order processing and supporting reliable transaction workflows.
- Executed promotional campaigns by updating sales offers and sending targeted email communications to drive customer engagement.
- Contributed to marketing strategies and campaign planning, supporting sales growth and customer acquisition initiatives.
- Managed client reporting and stakeholder communication, building strong relationships and ensuring consistent service delivery.

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Senior Business Analyst | Product, Payments & AI-Driven Delivery | SaaS | Banking | Hospitality

Experience

Team Member

Jun 2015 - Feb 2019

7 Eleven | Melbourne VIC

- Supervised daily operations as Second-in-Charge, leading teams, training new employees, and ensuring adherence to SOPs and compliance standards.
- Delivered high-volume customer service by managing 1000+ customer interactions per shift, resolving queries and enhancing customer satisfaction.
- Performed daily sales reconciliation, cash handling, and financial reporting, ensuring accuracy aligned with retail and banking transaction processes.
- Managed inventory control, including stock ordering, tracking, and maintaining optimal inventory levels to support business continuity.
- Prepared and maintained employee rosters using Kronos, ensuring efficient workforce planning and shift coverage.
- Resolved operational and customer issues proactively to maintain seamless store operations and service delivery.
- Collaborated with store management to achieve sales targets, contributed to team meetings, and fostered a positive, high-performance work environment.

Business Analyst / Sales Consultant Intern

Jul 2018 - Nov 2018

Hike POS | Melbourne VIC

- Gathered and documented business requirements for POS solutions across hospitality, retail, and banking/payment domains, collaborating with cross-functional teams through full SDLC delivery.
- Created and maintained BRD, FRD, SRS, user stories, and training documentation, ensuring alignment between business, functional, and technical requirements.
- Designed wireframes and UI/UX mockups using Axure and MS Visio, translating business needs into user-friendly interfaces for POS, web, and mobile applications.
- Analyzed and delivered solutions for web-based POS systems, e-commerce platforms, digital applications, and cloud-based ERP systems, supporting scalable and integrated business operations.
- Modeled and communicated requirements using process flows, data flow diagrams (DFD), and data models, providing regular updates to senior stakeholders.
- Led integration testing (SIT/UAT) and ensured seamless connectivity between POS, payment systems, banking workflows, and e-commerce platforms (BigCommerce, Shopify, Amazon, QuickBooks, Xero).
- Applied Agile/Scrum methodologies to manage business processes and stakeholder collaboration, contributing to a 9% growth in customer base through strategic initiatives.

ETL Analyst Intern

Jul 2016 - Dec 2016

Fujitsu Australia Limited | Melbourne VIC

- Maintained and supported the NDW application, providing regular status updates to clients and internal stakeholders via email and phone.
- Monitored ITAM incident queues, resolved known issues, and ensured timely closure of incidents in line with SLA requirements.
- Managed and tracked tickets using enterprise ticketing systems for Optus and Telstra projects.
- Developed and maintained SSRS reports for the Telstra ETL project, ensuring accurate and timely data reporting.
- Implemented conditional formatting in SSRS to enhance data visualization and highlight critical insights.
- Designed and maintained SSIS integration packages for ETL processes in the Telstra project.
- Troubleshooted and resolved SharePoint issues, enabling efficient manual extraction of customer data (e.g., billing data).
- Automated reporting processes for the Medicare project, improving data accuracy and reducing manual effort.
- Gathered and managed functional requirements and performed data modeling for the Medicare project.
- Created clear, concise non-technical documentation to support cross-functional teams and stakeholders.

University Course Assessments

- Responsive Web Design:** Developed a Robots News website using XML and CSS, ensuring responsiveness across browsers. Employed structured UML data modeling for requirements gathering.
- App Development for Mobile Platforms:** Created a stock maintenance app with Android SDK, tested on mobile for compatibility across versions.
- ERP (Enterprise Resource Planning):** Developed a company stock database using ODOO software, analyzing requirements and implementing data and process functionalities successfully.
- Project Management:** Utilized Microsoft Project for end-to-end analytics, applying it to final projects, supply chain management assignments, and mini-projects for efficient task management and cost-benefit analysis.

Core Skills

- Lead-level expertise in Business Analysis, Product Delivery, Requirement Engineering (BRD, FRD, User Stories)
- Strong experience in Requirement Strategy, Scope Governance, and Change Impact Management
- Cross-domain expertise in Payments & Transaction Systems, Hospitality, Membership Platforms, POS, and Digital Products
- Proven ability to drive stakeholder alignment across Product, Engineering, QA, Payments, Sales, and Business teams
- Expertise in API Integration, system workflows, and validation using Postman
- Strong capability in Data Analysis, Reconciliation, and transaction flow validation
- Advanced skills in Agile/Scrum delivery, backlog management, and release planning (UAT/SIT/Production readiness)
- Expertise in User Stories, Acceptance Criteria, Solution Design, and UX-driven requirement definition
- Advanced wireframing and user flow design using Figma, Figma AI, Axure, Balsamiq, Mockflow, and Moqups
- Leveraging AI tools (GitHub Copilot, Claude AI) for requirement generation and productivity optimization
- High proficiency in Jira, Azure DevOps, Confluence, and collaboration tools
- Strong Process Optimization, As-Is / To-Be modeling, and gap analysis
- Excellent stakeholder communication, reporting, and executive presentations (PowerPoint)

Awards/Certifications

- SAS Certification from Besant Technologies (Oct 2015)
- Software Debugging Award at Vel's University (July 2)
- Extra Mile Award at Agilysys (July 2022)013

Language Test

- English - Fluent
- Tamil - Native
- Hindi - Beginner

Reference

Available upon Request



ANANTH PRASAD KUPPAN MARINATH

SENIOR BUSINESS ANALYST | PRODUCT, PAYMENTS &
AI-DRIVEN DELIVERY | SAAS | BANKING | HOSPITALITY

Senior Business Analyst with 8 years of experience in business analysis and product development across SaaS platforms, payments systems, and digital applications. Proven expertise in requirement gathering, process optimization, and end-to-end product delivery in Agile environments. Strong analytical and problem-solving skills with a track record of driving operational efficiency and enhancing customer experience. Experienced in stakeholder management, technical documentation, and conducting training sessions, ensuring seamless communication across cross-functional teams. Adept at data-driven decision-making, solution design, and continuous improvement initiatives to support scalable and high-quality product outcomes.



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Chennai, India

TO:

Hiring Manager

DEAR HIRING MANAGER,

I am writing to express my interest in the Lead/ Senior Business Analyst position. With 8 years of experience in business analysis and product delivery across SaaS platforms, banking and payments systems, and hospitality ecosystems, I bring a strong combination of analytical, technical, and stakeholder management expertise.

In my current role as a Senior Business Analyst at Agilysys, I drive end-to-end product delivery, including requirement strategy, user story development, and release validation across multiple enterprise products. I collaborate closely with Product, Engineering, QA, Payments, and Business teams to ensure alignment and successful delivery of scalable, customer-centric solutions. My experience includes API integrations, transaction systems, UX-driven requirement definition, and AI-assisted documentation, enabling improved delivery efficiency and product quality.

Previously at Tech Tilt Technologies, I led requirement gathering, process optimization, and stakeholder engagement across web, mobile, and enterprise applications. I have consistently delivered gap analysis, solution design, and UAT support, ensuring alignment with business objectives and driving successful project outcomes.

I bring strong proficiency in Agile methodologies, Jira, Azure DevOps, Confluence, Postman, and wireframing tools, along with hands-on experience in data analysis, reconciliation, and system validation. My ability to conduct training sessions, create technical documentation, and support cross-functional teams has contributed to improved product adoption and operational efficiency. I am confident that my experience in product-focused environments, payments systems, and digital platforms, combined with my ability to leverage AI tools for enhanced productivity, will enable me to contribute effectively to your organization.

Thank you for your consideration. I look forward to the opportunity to discuss how my experience aligns with your team's goals.

Sincerely,

Ananth Prasad Kuppan Marinath