

VENKATA GAYATHRI PERI

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SUMMARY

Analytical and results-driven **Business Analyst** with a Master's in IT Management with 4 years of experience supporting **digital supply chain** and CRM solutions in both **B2B and B2C** environments. Certified Salesforce Admin skilled in order management workflows, supplier relations validation, UAT, and ERP/CRM process optimization. Proven ability to enhance data accuracy, stakeholder collaboration, and operational efficiency through data story telling , strategic vision and problem solving.

EDUCATION

MIT Micromasters in Supply Chain Management

August 2025 - May 2026

Relevant Coursework: Supply Chain Analytics, Supply Chain Fundamentals, Supply Chain Dynamics, Supply Chain design, Supply chain technologies and systems.

University of Wisconsin Milwaukee

Milwaukee, WI

Master of Science, Information Technology Management (Data Analytics & ERP Focus) | GPA: 3.9

September 2022 - May 2024

Relevant Coursework: Business Intelligence Technology Solutions, Big Data in Business, Enterprise Resource Planning, Database Design, Web Mining and Analytics.

Keshav Memorial Institute of Technology

Hyderabad, India

Bachelor of Technology, Electronics and Communication Engineering | GPA: 3.8

August 2015 - May 2019

TECHNICAL SKILLS

Programming and Query Languages – SQL, Python, Java, R

Databases – Oracle SQL, SQL Server Studio, MySQL, SOQL Workbench

Business & Data Analytics Tools / Technologies – Microsoft Excel, Power BI, Power Query, Tableau, Alteryx, Jira, Confluence, Figma, Zeplin, Microsoft Office Suite, SAP BW, SAP S/4HANA, Power Automate, Microsoft Visio.

Core Competencies – Business Requirement Analysis, Functional Requirement Specification (FRS), System Integration Requirements, Business Process Modeling (BPMN), UI/UX Mockup Analysis, Workflow Design, Gap Analysis, Process Mapping, Requirement Elicitation, Agile Project Management, A/B testing, UAT Planning & Execution, Data Field Mapping, Test Case Creation, Technical Documentation, Stakeholder Communication, Enterprise Resource Planning(ERP), Customer relation management(CRM) systems

Cloud Services – Salesforce Service Cloud, Microsoft Azure, Databricks.

WORK EXPERIENCE

Business Analyst – BCD Meetings & Events | Chicago, IL

October 2024 - May 2025

- Improved vendor performance KPIs from **20–30% to 80–90%** by driving data validation, stakeholder alignment, **pricing currency conversion** and issue resolution to ensure accurate procurement and performance reporting.
- Partnered with the data team and used **SQL, Power Query, and Power BI** to develop dashboards on supplier spend and savings trends, to support and enhance **supplier retention** and **strategic vendor data-driven relationships**.
- Delivered ad-hoc procurement and operations reports using Excel (**PivotTables, VLOOKUP, VBA**) to track vendor performance, identify cost-saving opportunities, and support cross-functional decisions.
- Authored and maintained BRDs, FRDs, SRS, SOPs, and data dictionaries using **Confluence and SharePoint**, ensuring version control and standardized documentation for supply chain processes.
- Ran weekly supplier validation and performance reports to identify and correct missing supplier data, improving **vendor master data quality and onboarding** accuracy.
- Investigated delays in sourcing by tracking **missing RFPs** and coordinated with purchasing teams to ensure timely submissions of RFPs with room night , transient and other hospitality logistics rate measures to **3PLs, venue suppliers, and vendors**, minimizing procurement lead times.

Business Analyst Intern – Bluukazi | Oxon Hill, MD

August 2024 - October 2024

- Designed 'as-is' and 'to-be' **business process workflows** and supported documentation of integration logic across stakeholder teams.
- Collaborated with UI/UX designers using Figma to analyze low fidelity wireframes and validate business logic through UI testing, adhering to design principles and requirements and led to improved design-development alignment.
- Detected errors, bugs on the website and ensured efficient resolutions were implemented, reducing defects by 10%.

Data Analyst Intern – The Water Council | Milwaukee, WI

October 2023 - May 2024

- Utilized Salesforce's Accounts, Companies, Campaigns standard and custom objects to pull 500+ record datasets from **Salesforce - D&B Data Cloud Integration** platform via AppExchange for data preparation and profiling.
- Performed data analysis using **Excel - pivot tables, LOOKUP functions**, and filtering techniques for **data cleaning, de-duplication** and handled **data redundancy**.
- Identified potential water technology suppliers for the accelerator initiatives and built a visual map of company distribution across 15+ Wisconsin counties, enabling better regional insights and outreach planning.

Business Analyst – University of Wisconsin Milwaukee | Milwaukee, WI

March 2023 - May 2024

- Facilitated cross functional collaboration, gathered requirements with academic stakeholders , professors , students and IT teams to gather requirements and enhance course delivery, IT infrastructure through qualtrics surveys resulting in a 10% improvement in student satisfaction scores and targeted academic resource allocation.

- Logged and analyzed over 100+ service requests , and resolved an average of 15+ access and identity-related support tickets per week, improving resolution speed by 15% through efficient management of MFA, IAM, and ITIL principles.

Application Development Business Analyst– Accenture | Hyderabad, India

February 2020 - July 2022

- Analyzed and translated business requirements for salesforce web based application for **CPG** client's product order management workflows, including **lending, purchase, subscription, cancelled, returned, and replacement orders** through scrum meetings, and knowledge transfer (KT) sessions.
- Performed functional, User experience-UI, and regression testing in sandbox and UAT environments, validating requirement alignment of the digital application in both functional and technical supply chain aspects.
- Collaborated with development and QA teams to deliver scalable solutions, ensuring alignment with **omni-channel sales strategies** and compliance with business rules and **resolved order-pricing discrepancies, inventory threshold maintenance , case/account issues, invoice mismatches, Product SKU Units** , pending RFPs and all other functional and technical defects and improved application **data accuracy**.
- Engaged in **Agile ceremonies** to manage change requests for process improvements through **test plans, test cases, product backlog, defect triage**, and **change validation management** during **UAT**, ensuring smooth deployment of order and payment updates.

PROJECTS

Enterprise Resource and Supply Chain Planning | SAP S/4 HANA, SAP BW /4 HANA (On premise projects)

- Configured and integrated core SAP ERP modules spanning Procurement, Fulfillment, Production, BOM, Invoice Management, Inventory Planning and Material Requirement Planning, alongside Financial Accounting components such as Accounts Payable, Accounts Receivable, and General Ledger for Bike manufacturing company.
- Aligned SAP master data with reporting requirements in SAP BW/4HANA, enabling faster analysis of procurement trends and materials planning accuracy.

Box Office Sales Data Analysis | Excel Data Analysis Pack

- Accomplished regression analysis using Excel analysis pack, performed EDA by comparing input and output variables, calculated correlation matrix, single, multiple linear regressions, and determined which input factors such as reviews, and ratings impacted the movie sales.

Medical Billing Visualization | Excel,Power BI

- Performed EDA on clinic visits and billing statements to visualize CPT procedure codes, billed amount , insurance coverage, visit category for clear understanding of gaps in medical care and insurance claims

Wisconsin County Dashboard | Power BI

- Visualized Counties with maximum number of in house, Water Technology companies that can help solve wastewater issues and provide freshwater management solutions

Shopping Data Analysis | Google Collab, Python

- Performed EDA on shopping trends data and visualized trends based on shopping categories, gender, seasonal preferences in Google Collab notebook and developed a power BI dashboard to visualize multiple trends and factors in the data.

CERTIFICATION

PL 300: Power BI Data Analyst Associate |Microsoft

June 2025

ADM 201: Certified Salesforce Administrator |Salesforce

October 2021

BEC B2: Business English Vantage | Cambridge English

March 2018