

# Sophie Mercer

Business Analyst

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## Profile

Business analyst with five years of experience gathering requirements, mapping processes, and bridging the gap between business stakeholders and technical teams. Currently at AO.com working on the warehouse management platform that handles 35,000+ orders per day. Previously at the Co-operative Group where I delivered requirements for their online grocery platform. I enjoy untangling messy processes and turning vague business needs into clear user stories.

## Experience

**Senior Business Analyst**, AO.com, Bolton

Apr 2023 – Present

Lead BA for the warehouse and logistics technology team, supporting a platform that processes 35,000+ daily orders across 3 distribution centres.

- Gathered and documented requirements for a **warehouse management system migration** — 180+ user stories across 12 epics over 6 months
- Facilitated **40+ workshops** with warehouse operations, finance, and engineering stakeholders to map as-is processes and define target state
- Reduced delivery returns processing time by **34%** through process redesign and system changes identified during requirements analysis
- Introduced **impact mapping** as a technique for the product team — now used across 3 squads to link features to business outcomes

**Business Analyst**, The Co-operative Group, Manchester

Jan 2021 – Mar 2023

BA within the digital team supporting Co-op's online grocery ordering and delivery platform.

- Wrote **120+ user stories** for the launch of a same-day delivery feature across 200 Co-op stores
- Created **process flow diagrams** (BPMN) for order fulfilment, picking, and last-mile delivery — used as the single source of truth by 4 development teams
- Ran a **6-week discovery** into customer substitution preferences that led to a 12% reduction in rejected substitutions

**Junior Business Analyst**, BJSS, Manchester

Sep 2019 – Dec 2020

Consulting BA working on public sector and NHS digital projects.

- Supported requirements for an **NHS digital appointment booking system** used by 14 GP practices in Greater Manchester
- Produced **wireframes in Figma** for clinician-facing screens — iterated through 3 rounds of user testing with 8 GPs
- Documented **API integration requirements** for PDS (Patient Demographic Service) and MESH connectivity

## Education

**BSc (Hons) in Management with Information Systems**, University of Manchester, Manchester

Sep 2016 – Jun 2019

Upper Second Class Honours (2:1). Final year project on user adoption challenges in ERP implementations at mid-sized manufacturers.

## Skills

Requirements Gathering & Documentation, User Story Writing (Gherkin/BDD), Process Mapping (BPMN 2.0, Visio, Miro), Stakeholder Workshops & Facilitation, Wireframing & Prototyping (Figma), Jira & Confluence Administration, SQL (Intermediate – Data Queries & Validation), Impact Mapping & Story Mapping, Agile & Scrum Methodologies, UAT Planning & Coordination

## Certifications

**BCS International Diploma in Business Analysis**, BCS, The Chartered Institute for IT

Sep 2022

**Certified Scrum Product Owner (CSPO)**, Scrum Alliance

Jun 2023 – Jun 2025

**IIBA Entry Certificate in Business Analysis (ECBA)**, International Institute of Business Analysis

Nov 2020

## Languages

English (native), Spanish (conversational)

## Projects

**WMS Migration – AO.com**

Sep 2023 – Jun 2024

Led the business analysis workstream for migrating from a legacy WMS to a new cloud-based platform across 3 distribution centres.

- Documented **180+ user stories** and 45 acceptance criteria per epic on average
- Identified **23 process gaps** between the legacy and target systems during impact analysis
- Zero critical defects at go-live — UAT pass rate of **96%** across 400+ test cases

**Same-Day Delivery Launch – Co-op Online**

Jan 2022 – Sep 2022

BA for the cross-functional team launching same-day grocery delivery in partnership with a third-party logistics provider.

- Mapped the **end-to-end order-to-delivery process** covering 6 systems and 4 teams
- Feature launched across **200 stores** — handling 3,500+ same-day orders per week within 3 months

## References

**Daniel Firth**, Head of Product – Logistics, AO.com, daniel.firth@ao.com, +44 7700 900 428

**Rebecca Yates**, Digital Delivery Manager, The Co-operative Group, rebecca.yates@coop.co.uk, +44 7700 900 539

## Extra Curricular Activity

### **Committee Member – Manchester BA Meetup Group**

*Jun 2022*

Help organise bi-monthly meetups for business analysts in Greater Manchester. Typical attendance of 30–40 people with talks from local practitioners.

### **Volunteer – Code Club at Ladybarn Community Centre**

*Sep 2021*

Teach basic coding with Scratch to children aged 9–13 every Tuesday after school. Currently have 12 regular attendees.