

ADITHYA ELAKATURI

Product Analyst

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SUMMARY

Product Analyst with 3 years of experience leveraging data-driven insights to optimize product strategy and drive feature adoption. Skilled in managing product roadmaps, defining user stories, and conducting market research to enhance user engagement. Proficient in SQL, Python, and R for data analysis, with expertise in data visualization using Tableau and Power BI. Adept at customer journey mapping, backlog management, and cross-functional collaboration to align business goals with user needs.

SKILLS

Methodologies: SDLC, Agile

Languages: Python, R, SQL, SAS

Visualization Tools: Tableau, Power BI, Excel

Product Management Tools: Jira, Confluence, Trello, Microsoft Project, Google Analytics, Mix Panel, Miro

Business Analysis: Cost/benefit analysis, Impact analysis, GAP analysis, Risk analysis, SWOT analysis, ROI, KPI Tracking

Data Analysis: A/B Testing, Regression Analysis, Descriptive and Predictive Analytics, Customer Lifetime Value (CLV)

User Research & Market Analysis: Market Research, User Surveys, Personas Development, Customer Journey Mapping

Product Lifecycle & Documentation: Product Roadmap, Product Backlog, User Stories, Use Cases, FRD, BRD, PRDs, Process Mapping

EDUCATION

Master of Science in Business Analytics | DePaul University, IL, USA

2024

Bachelor of Technology in Electronics and Communication Engineering | Sri Venkateswara University, AP, IND

2021

EXPERIENCE

McKesson, IL | Product Analyst

APRIL 2024 - CURRENT

- Co-led the agile teams to improve sprint efficiency, implemented process enhancements, and iterative feedback loops that reduced project timelines by 2 weeks.
- Designed and optimized product roadmaps, strategically prioritizing features to enhance decision-making and eliminate project bottlenecks.
- Crafted and structured user stories and acceptance criteria, defining precise product requirements to enhance healthcare workflow automation and operational efficiency.
- Partnered with cross-functional Agile teams, utilized data-driven insights and stakeholder input to optimize feature rollouts and accelerate time-to-market by 20%.
- Analyzed competitor offerings and market trends, identified gaps in McKesson's pharmacy management and patient care solutions, and drove feature enhancements and boost adoption.
- Leveraged SQL and Python to analyze user behavior and feature adoption in McKesson's enterprise systems, driving engagement and retention improvements

Orion Technolab, India | Product Analyst

2020 - 2022

- Conducted user interviews and developed detailed customer personas, enhancing segmentation strategies and driving product-market fit.
- Evaluated feature performance and A/B test results and identified opportunities that improved user retention and revenue growth.
- Facilitated UAT cycles and analyzed user feedback, ensuring a seamless product experience and resolving 80% of usability issues pre-launch.
- Optimized backlog and use case management in Jira and Confluence, improving requirement prioritization and enhancing cross-functional collaboration.
- Designed Power BI dashboards to track feature performance and A/B test results, providing actionable insights that improved product adoption and user retention.
- Tracked post-launch feature performance against pre-defined KPIs, leveraging user insights to optimize product iterations and improve adoption rates.

CAPSTONE PROJECT

Data-Driven Financial Literacy Improvement

Utilized SAS, R, Tableau, and SQL for comprehensive data analysis, applying regression modeling and correlation analysis to identify key financial trends. Developed personalized financial strategies tailored to the specific needs of underserved U.S. individuals, resulting in a projected 20% increase in financial literacy and improving overall financial health.