

SUMMARY

Product Analyst with 5+ 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 Data Science   University of Maryland - Baltimore County, Baltimore, MD	2024
Bachelor of Technology in Electrical and Electronics Engineering   Vaagdevi College of Engineering	2019

EXPERIENCE

McKesson, USA | Product Analyst

July 2024 - Current

- Co-led the agile teams to improve sprint efficiency, and 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 drove feature enhancements and boosted adoption.
- Leveraged SQL and Python to analyze user behavior and feature adoption in McKesson’s enterprise systems, driving engagement and retention improvements.

Green Touch Technology, India | Product Analyst

Jan 2020 – Dec 2022

- Designed and executed A/B testing initiatives by creating test hypotheses, analyzing user behavior data, optimizing user experience, and achieving a 20% increase in customer engagement and retention rates.
- Managed product backlogs and prioritized user stories using Jira and Confluence by conducting backlog grooming sessions, enhancing cross-team collaboration, and reducing project delays by 25%.
- Conducted market research and customer journey mapping by analyzing competitor data and conducting user interviews, identifying gaps in product offerings, and driving the development of 5+ new features.
- Analyzed customer lifetime value (CLV) using regression analysis by segmenting customer data and identifying high-value cohorts, informing marketing strategies that improved customer acquisition rates by 18%.
- Developed and maintained product roadmaps by aligning with stakeholders on business goals and timelines, achieving 100% on-time milestone delivery for all projects.
- Facilitated SWOT and risk analysis sessions by engaging cross-functional teams to identify potential challenges and opportunities, mitigating risks, and uncovering 3+ new market opportunities for product expansion.

Orion Technolab, India | Product Analyst

July 2018 - Jan 2020

- 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 used 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.

PROJECTS:

- Optimizing Solar rooftop installations in Grenada (Python, ML)
- Efficient Prediction of Blood Alcohol Level (BAL) Using ML and Accelerometer Data (Python, ML)
- The Food Equation: Balancing Demand and Pricing with Data-Driven Forecasts
- Baltimore City Employee Analysis using Apache Spark (Apache Spark, Tableau)
- Stock price prediction using Time series Analysis (Python, FDS, ML, Time series Analysis)

ACHIEVEMENTS:

- Oracle Cloud Infrastructure certification.
- Awarded a highly competitive four-year scholarship for outstanding academic performance during Undergraduate studies, covering full tuition fees, and demonstrating a strong commitment to educational excellence and financial responsibility.