Yashwanth Reddy Nagulapati

**Product Analyst**

MA|

# SUMMARY

Product Analyst with 4+ years of experience in Agile and Waterfall methodologies and expertise in managing product roadmaps and user stories, conducting market research, and mapping customer journey. Proficient in translating business needs into product deliverables, with coherent written and verbal communication skills being a key strength. Skilled in data analysis and reporting using SQL, Python, R, VBA, and A/B testing, with expertise in data storytelling via Tableau and Power BI. Adept at cross-functional collaborations and leveraging analytical and technical knowledge to drive product success.

# SKILLS

**Languages:** SQL, Python, R

**Operating Systems**: Windows, Linux

**Methodologies**: Agile (Scrum, Kanban), Waterfall, SDLC

**Data Visualization:** Tableau, Power BI, Excel (Pivot Tables, VLOOKUP), MS Office

**Business Analysis:** Cost/Benefit Analysis, GAP, SWOT, Risk, ROI, KPI Tracking, Quantitative Field, Financial Environment

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

**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 in Business Analytics Dec 2024**

University of Findlay, OH

**Bachelor in Computer Science May 2020**

Saveetha University, Chennai

# EXPERIENCE

## Morgan Stanley, MA | Product Analyst April 2024 – Current

* Optimized sprint cycles by applying agile methodologies and data extraction techniques, reducing project timelines by 10 days.
* Developed and maintained comprehensive product roadmaps while analyzing key performance metrics to identify process inefficiencies and streamline project prioritization by 15%.
* Orchestrated user interviews and developed detailed customer personas, optimizing segmentation strategies and increasing user engagement.
* Streamlined backlog and use case management in Jira and Confluence, enabling effective requirement prioritization and strengthening cross-functional alignment.
* Conducted in-depth competitor analysis and customer journey mapping, leading to product enhancements and increased feature adoption.
* Facilitated user acceptance testing (UAT) and regression testing, resolving major critical defects pre-launch to ensure a smooth product rollout.

## Ensar Solutions Pvt Limited, India | Product Analyst June 2020 – Nov 2022

* Increased product sales by analyzing performance metrics and identifying key customer retention drivers through statistical analysis.
* Conducted cluster analysis to segment HVC customers, identifying an 82.23% churn rate among those with under 6 months tenure
* Boosted HVP profitability and average order value, enhancing customer retention to 80% of total orders.
* Designed interactive Tableau dashboards highlighting these key metrics and enabling stakeholders to make profitable decisions.

## Delite Solutions Pvt Limited Hyderabad, TS, India | Product Analyst May 2019 – June 2020

* Automated Mentor-Mentee Assignment feature by defining product requirements and functional specifications in the Agile Sprint.
* Collaborated with Engineering and design teams in the sprint, resulting in a 25% decrease in manual workload and optimized mentor-mentee alignment.
* Improved user satisfaction by 15% by analyzing feedback, identifying pain points, and implementing targeted product refinements.
* Streamlined post-sales operations by translating technical requirements, performing process analysis, and optimizing workflow, which reduced TAT from 7 to 3 days.
* Documented SOP throughout the project to ensure corporate compliance and operational consistency.
* Coordinated with cross-functional teams—Sales, Marketing, and Operations—to optimize client onboarding, drove a 20% increase in conversion rate, and maintained a 92% customer retention rate.

# CERTIFICATIONS

**SQL (Advanced) Certificate**