

# Poorna Senapathi

## Product Analyst

KS | 316-293-9748 | Poornasenapathi28@gmail.com |

### SUMMARY

Product Analyst with 3 years of experience in Agile, Waterfall methodologies with expertise in managing product roadmaps, user stories, conducting market research and customer journey mapping. 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 in leveraging analytical and technical expertise to drive product success.

### SKILLS

**Languages:** SQL, Python, R  
**Operating Systems:** Windows, Linux  
**Methodologies:** Agile (Scrum, Kanban), Waterfall, SDLC  
**Business Analysis:** Cost/Benefit Analysis, GAP, SWOT, Risk, ROI, KPI Tracking  
**Visualization & Reporting Tools:** MS Access, MS Word, MS PowerPoint, MS Project, MS SharePoint, Tableau, Power BI.  
**Advanced Excel:** Pivot Tables, VLOOKUP, INDEX-MATCH, Power Query, Power Pivot, Macros, VBA, Data Filters  
**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

<b>Master of Science in Computer Science</b> Wichita State University, Wichita, KS	<b>May 2024</b>
<b>Bachelor of Science in Electronics and Communication Technology</b> Loyola Academy, Hyderabad, India	<b>July 2022</b>

### EXPERIENCE

<b>ServiceNow, KS   Product Analyst</b>	<b>Nov 2023 – Current</b>
<ul style="list-style-type: none"><li>Led Scrum and Kanban teams to optimize sprint cycles, implementing process improvements and iterative feedback that reduced project timeline by 10 days.</li><li>Developed and maintained product roadmaps and user stories, ensuring strategic alignment and minimizing project bottlenecks by 15%.</li><li>Orchestrated user interviews and developed detailed customer personas, optimizing segmentation strategies and increasing user engagement.</li><li>Streamlined backlog and use case management in Jira and Confluence, enabling effective requirement prioritization and strengthening cross-functional alignment.</li><li>Conducted in-depth competitor analysis and customer journey mapping, leading to product enhancements and increased feature adoption.</li><li>Facilitated user acceptance testing (UAT) and regression testing, resolving major critical defects pre-launch to ensure a smooth product rollout.</li></ul>	

<b>Orion Technolab, India   Product Analyst</b>	<b>May 2020 - August 2022</b>
<ul style="list-style-type: none"><li>Enhanced product sales and customer retention by performing detailed statistical analysis of performance metrics and identifying key drivers. Utilized cluster analysis to segment high-value customers (HVCs), uncovering significant churn trends.</li><li>Significantly boosted profitability and average order value, increasing overall customer retention to 80% by optimizing key sales strategies.</li><li>Created interactive Tableau dashboards highlighting crucial metrics, enabling stakeholders to make informed, profitable decisions.</li><li>Automated the Mentor-Mentee Assignment feature within Agile sprints, reducing manual workload by 25%. Collaborated closely with Engineering and Design teams to enhance product alignment and efficiency.</li><li>Improved user satisfaction by 15% through detailed feedback analysis and targeted product enhancements. Streamlined post-sales operations by refining technical processes and reducing turnaround time from 7 to 3 days.</li><li>Documented SOPs extensively to ensure adherence to corporate compliance and operational consistency across projects.</li><li>Led coordination with Sales, Marketing, and Operations teams to optimize client onboarding processes, achieving a 20% increase in conversion rates and maintaining a 92% customer retention rate.</li></ul>	

### CERTIFICATION

**AWS Solutions Architect Associate SAA- C03**  
**Google - Foundations: Data, Data, Everywhere**