

# Rohitha Yegnisettipalli

## Product Analyst

Boston, MA | (617) 871-0268 | [ryegnisettipalli@gmail.com](mailto:ryegnisettipalli@gmail.com)

### SUMMARY:

Product Analyst with 3+ years of experience driving product strategies through a blend of market research, data analysis, and cross-functional collaboration. Proven ability to translate complex business needs into impactful product solutions, managing roadmaps, user stories, and backlog prioritization. Skilled in uncovering insights through SQL, Python, and advanced analytics, and presenting findings through compelling narratives in Tableau and Power BI. Adept at navigating both strategic and technical challenges to enhance product performance and deliver user-centric solutions.

### SKILLS:

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

**Languages:** SQL, Python, R

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

**Business Analysis:** Cost/Benefit Analysis, GAP, SWOT, Risk, ROI, KPI Tracking

**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

### EDUCATION:

**Master in Business Analytics** | Northeastern University, D'Amore McKim School of Business | Boston, MA

**Bachelor of Business Administration** | ICFAI Business School | Hyderabad, IN

### EXPERIENCE:

#### Central Moloney, AR | Senior Analyst – Product & Financial Insights

Sep 2024 – Current

- Automated product and financial reporting in Power BI and Excel, reducing manual efforts by 30% and enhancing KPI tracking.
- Analyzed demand trends, pricing strategies, and revenue performance using predictive analytics, driving an 18% boost in revenue optimization.
- Delivered insightful dashboards and reports via Tableau and Power BI, influencing C-suite decisions on pricing, profitability, and engagement.
- Partnered with cross-functional teams using Agile (Scrum) to conduct competitive analysis, refining product positioning and revenue strategies.
- Contributed to ERP system migration (Infor SyteLine, AS400), ensuring seamless data integration and process alignment, while documenting workflows and insights in Confluence.

#### Blackrock, MA | Product Analyst

July 2023 – Aug 2024

- Conducted detailed product performance analysis using Google Analytics, Mixpanel, and SQL, identifying user behavior trends that led to a 15% increase in product adoption.
- Performed market research and competitor analysis to refine product positioning and enhance go-to-market strategies, while collaborating with product, marketing, and sales teams to align on customer segmentation and campaign optimization.
- Developed data-driven product insights by analyzing customer journeys and retention metrics, informing strategies to enhance user experience and reduce churn.
- Created and optimized interactive dashboards in Power BI and Excel, tracking key product KPIs like conversion rates, engagement levels, and CLV for ongoing performance evaluation.
- Leveraged A/B testing and regression analysis to validate product feature enhancements, resulting in a 20% uplift in user engagement.
- Documented product insights, feature updates, and user personas in Confluence, ensuring consistent communication and knowledge sharing across teams.

#### Orion Technolab, India | Product Analyst

Mar 2020 – Feb 2022

- Spearheaded end-to-end product lifecycle management, including roadmap planning, backlog prioritization, and user story documentation, reducing development cycles by 15%.
- Executed market research and developed customer personas and journey maps, contributing to a significant improvement in product-market alignment.
- Led cost-benefit analyses, SWOT assessments, and risk evaluations for new product initiatives, contributing to a 20% increase in project success rates.
- Facilitated agile project management using JIRA and Trello, enhancing team collaboration and improving on-time delivery.
- Developed data visualization frameworks using Tableau, enabling stakeholders to make informed decisions and improving team productivity by 25%.

### ACADEMIC PROJECTS:

#### Business Analytics Capstone Project - Clean Harbors – Safety Kleen

Spearheaded the Safety Kleen's Performance Plus customer sales data analysis at Clean Harbors, identifying key customer segments and product preferences for recurring versus one-time sales. Utilized Python for in-depth data analysis and Tableau for visualizing geographical patterns and customer behaviors. The insights derived were pivotal in refining business strategies, enhancing recurring sales, and informing sales training approaches in specific regions.