Deeksha Sharma

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Aspiring Associate Product Manager with hands-on experience supporting enterprise SaaS feature delivery and API integrations. Skilled in transforming stakeholder needs into actionable requirements, collaborating cross-functionally across design, engineering, and QA. Passionate about building intuitive, data-informed products that solve real user problems. Seeking to grow in product discovery, experimentation, and user-first product development.

SKILLS

Product Management: Backlog Prioritization, Business Flow Processes, Documentation, Journey Mapping, Product Delivery, Product Roadmaps, Requirement Gathering, Research & Analysis, Storytelling, Strategy, User Stories, UX

Data & Tools: AB Testing, Advanced Excel, AWS, Confluence, Data Analytics, Excel, Git, JIRA, Power BI, REST APIs, SDK, SDLC, System Design, Tableau

Technical Proficiency: A/B Testing, Python, QA/UAT Execution

WORK EXPERIENCE

HOTELKEY
Associate Product Manager   **Dallas, TX • 01/2024 – 04/2025**

- Delivered $4M+ in annual revenue by launching 5+ high-impact features across enterprise clients using Agile SDLC, Jira, and data visualisation tools.
- Built and iterated API-powered Booking Engine integrations, monitoring with AWS CloudWatch and Postman, improving system reliability and partner onboarding efficiency by 20%.
- Owned backlog prioritisation and roadmap alignment for RMS data transformation—impacting 2,400+ hotel properties with 0% production downtime.
- Conducted 50+ demos using **Power BI** visuals to support adoption and maintained 90%+ CSAT by addressing escalations proactively.
- Executed A/B tests and developed usage dashboards, enhancing roadmap prioritisation and achieving a **30% increase** in user adoption within 3 months.
- Resolved 15+ hotfixes within 24 hrs using error triage in **JIRA**, log tracing in **SQL**, and coordinated deployments with release teams.

Business Analyst Intern   **02/2023 – 12/2023**

- Authored documentation for 60+ **REST API endpoints** using Swagger templates and JSON flow diagrams, reducing onboarding time by 40%.
- Designed 100+ test scenarios using **SQL** scripts and executed them via **Postman** and results tracked in **Excel**, achieving a 98% pass rate.
- Built 10+ **Power BI** dashboards for user analytics and campaign KPIs by translating stakeholder needs into interactive visual stories.

Appcrafters
Business Analyst • Full-time   **Remote • 01/2020 – 12/2021**

- Collaborated with cross-functional teams to build dashboards and product insights for B2B SaaS clients using Power BI and SQL.
- Worked closely with Product Managers to define KPIs and built performance reports that reduced feature release review time by 25%.

EDUCATION

Master of Science in Business Analytics
UNIVERSITY OF TEXAS AT DALLAS   Dallas, TX • 12/2023
Bachelor's of Technology in Computer Science
NAVRACHANA UNIVERSITY   Vadodara, GJ • 06/2021