

SUMMARY:

Product and Business Analyst with around 4+ years of experience in Agile, Waterfall, and SDLC methodologies, delivering impactful solutions in product development and business process optimization. Proficient in SQL, Python, and R for data analysis, with advanced skills in data visualization using Tableau, Power BI, and Excel. Expertise in business analysis, requirements gathering, stakeholder management, and product lifecycle management. Skilled in conducting A/B testing, regression analysis, predictive analytics, and market research to drive strategic decisions, optimize customer lifetime value, and enhance user experience. Passionate about leveraging data to bridge business needs and product innovation.

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 s Market Analysis: Market Research, User Surveys, Personas Development, Customer Journey Mapping
- Product Lifecycle s Documentation: Product Roadmap, Product Backlog, User Stories, Use Cases, FRD, BRD, PRDs
- Operating Systems: Windows, Linux

EDUCATION:

Master in Business Analytics	2024
University of Findlay, OH	
Bachelor in Computer Science	2020
Saveetha University, Chennai	

EXPERIENCE:

Morgan Stanley, MA | Product and Business Analyst

April 2024 - Current

- Facilitated Agile ceremonies (sprint planning, daily stand-ups, retrospectives) using Jira and Confluence, aligning cross-functional teams to deliver high-quality product features, reducing release cycles by 20%.
- Conducted in-depth data analysis using SQL and Python to uncover actionable insights on user behavior, driving data-informed product and business decisions that increased user engagement by 15%.
- Developed dynamic dashboards in Tableau and Power BI to monitor KPIs (e.g., CLV, product adoption), enabling leadership to make strategic decisions and optimize business processes.
- Performed GAP, SWOT, and ROI analyses to evaluate product features and business workflows, identifying inefficiencies and recommending enhancements that reduced operational costs by 10%.
- Designed user surveys, developed customer personas, and mapped customer journeys to inform product roadmaps and business strategies, improving user satisfaction scores by 25%.
- Authored comprehensive PRDs, BRDs, user stories, and process flows in Confluence, ensuring clear communication of requirements and alignment across product and business teams.
- Executed A/B testing and regression analysis using Google Analytics and Mixpanel to evaluate feature performance, driving iterative improvements that boosted conversion rates by 12%.
- Managed end-to-end product lifecycle, prioritizing features in the product backlog, creating use cases, and tracking progress in Trello and Microsoft Project, ensuring on-time delivery of ServiceNow platform enhancements.

Infinite Infolab, India | Product and Business Analyst

May 2019 - Nov 2022

- Spearheaded end-to-end product lifecycle management, including roadmap creation, backlog prioritization, and documentation of user stories, reducing development cycles by 15%.
- Utilized Google Analytics and Mix Panel to analyze user behavior, leading to a 20% improvement in product feature adoption and customer engagement.
- Conducted A/B testing and predictive analytics to optimize marketing strategies, resulting in a 30% increase in conversion rates and revenue growth.
- Performed comprehensive market research, including customer journey mapping and persona development, which improved customer satisfaction scores by 35%.
- Led cost-benefit analyses, SWOT assessments, and risk evaluations for new product initiatives, contributing to a 20% increase in project success rates.
- Automated data extraction and reporting workflows using SQL and Python, improving data accuracy by 22% and reducing manual effort.
- Facilitated agile project management practices using JIRA and Trello, improving team collaboration and on-time delivery rates by 15%.
- Developed data visualization frameworks using Tableau, enabling stakeholders to make informed decisions and improving team productivity by 25%.
- Collaborated with engineering and design teams to launch three major software updates, enhancing product functionality and user experience.
- Implemented customer feedback loops and usability testing processes, reducing product development timelines by 30%.

CERTIFICATION:

SQL (Advanced) Certificate