

# Aparna Alamanda

Product Analyst | Location: FL | Mobile: 904-531-4850 | Email: [aparna@25outlook.com](mailto:aparna@25outlook.com)

## SUMMARY:

Product Analyst with 4+ years of experience in insurance, financial services, and IT consulting. Skilled in turning business needs into actionable product requirements and data-driven strategies. Proficient in SQL, Python, R, Tableau, Power BI, and Excel for insights, KPI tracking, and process optimization. Adept at Agile methodologies, backlog management, and cross-functional collaboration to ensure timely, impactful product delivery.

## SKILLS:

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

**Data Analysis & Business Insights:** SQL, Python, R, Shell Scripting, Basic JavaScript, A/B Testing, Regression Analysis, Descriptive & Predictive Analytics, Customer Lifetime Value (CLV), KPI Tracking, ROI, Risk Analysis, Cost/Benefit Analysis, GAP Analysis, SWOT Analysis

**Visualization & Reporting:** Tableau, Power BI, Microsoft Access, Microsoft Word, Microsoft Project, Microsoft SharePoint, Advanced Excel (Pivot Tables, VLOOKUP, INDEX-MATCH, Power Query, Power Pivot, Macros, VBA, Data Filters)

**Product & Project Management Tools:** Jira, Confluence, Trello, Microsoft Project, Google Analytics, Mixpanel, Miro

**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

**Operating Systems:** Windows, Linux

## EDUCATION:

**Master's in Computer Science** May 2025  
Virginia Tech, Virginia

**Bachelor of Technology in Computer Science and Engineering** May 2020  
Jawaharlal Nehru Technological University, India

## EXPERIENCE:

**Hartford Financial Services Group, FL | Product Analyst** Nov 2024 – Current

- Collaborated with cross-functional teams to define product requirements and user stories, ensuring alignment with business goals in the insurance & financial services domain.
- Defined and prioritized product requirements by collaborating with cross-functional teams, reducing requirement turnaround time by 25% and ensuring business objectives alignment in insurance & financial services.
- Analyzed 2M+ customer and claims records using SQL, Python, and R to uncover risk exposure trends, improving claims fraud detection by 18%.
- Designed 10+ executive KPI dashboards in Tableau and Power BI, providing real-time insights into underwriting performance and claims cycle time; reduced reporting delays from days to minutes.
- Automated manual claims and underwriting reports with SQL and Python, cutting data preparation time by 30% and improving accuracy of operational reporting.
- Performed ROI and cost-benefit analysis for digital transformation initiatives, influencing \$2M+ in technology investments and increasing operational efficiency by 15%.
- Partnered with compliance and legal teams to ensure new features met insurance regulations, reducing audit findings and potential penalties to zero.

**Tata Consultancy Services, India | Product Analyst** May 2020 - July 2023

- Gathered and translated 100+ business requirements into user stories and functional specs, cutting approval cycles by 25% and enabling faster delivery.
- Led competitive market analysis across multiple industries, generating insights that drove three new product features and improved digital adoption rates by 15%.
- Developed predictive churn and claims models using Python and R with 90%+ accuracy, enabling early intervention and saving clients an estimated \$500K annually.
- Performed A/B tests and regression analysis on product performance, improving feature success rate by 20% and reducing time-to-market.
- Built and maintained 25+ dashboards in Tableau, Power BI, and Excel (Power Query, Power Pivot, Macros), reducing manual reporting hours by 50%.
- Streamlined requirement workshops with business and technical stakeholders, accelerating BRD/FRD sign-off by 30%.
- Led customer journey mapping and surveys that revealed key friction points, influencing two significant UX improvements and improving customer satisfaction scores by 18%.

## CERTIFICATIONS:

**AWS Certified Cloud Practitioner AWS**