

# Saumya Chandrakant Prasad

## Product Analyst

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### SUMMARY

Product Analyst with 3 years of experience supporting product, growth, and operations teams across SaaS and high-volume consumer platforms. Skilled in SQL, Python, funnel diagnostics, A/B testing, retention analysis, and dashboard development. Known for translating ambiguous data problems into clear insights that drive measurable product improvements. Experienced working in both enterprise environments and fast-moving client delivery settings.

### SKILLS

**Programming & Libraries:** SQL, Python (Pandas, NumPy, Matplotlib, Seaborn)

**Data Processing:** Google Sheets, Data modeling, Data pipelines

**Product Analytics Tools:** Amplitude, Mixpanel, GA4, Event tracking

**Advanced Excel:** Pivot Tables, VLOOKUP, INDEX-MATCH, Power Query, Power Pivot, Macros, VBA, Data Filters

**Visualization Tools:** Power BI, Tableau, Data visualization, Dashboard building

**Analytical Skills:** Funnel analysis, Cohort analysis, Segmentation, Retention analysis, User behavior analysis, Product metrics, A/B testing, Experiment design, Hypothesis testing, Statistical testing, Root cause analysis

**Product Skills:** Feature adoption analysis, User journey mapping, Workflow analysis, Product insights, KPI definition, User research, Stakeholder reporting, Cross functional collaboration

**Methodology:** Agile, Scrum, Jira

### EDUCATION

**Master of Science in Information Systems** | California State University Long Beach

May 2025

**Bachelor of Engineering in Information Technology** | University of Mumbai, India

May 2023

### EXPERIENCE

#### ServiceNow, NY | Nov 2024 – Current | Product Analyst

- Defined KPI frameworks for workflow completion, activation, and feature engagement to support PMs preparing releases on the Now Platform.
- Built SQL models and Python scripts to analyze user-journey patterns in pre-production datasets, identifying friction points in onboarding, workflow setup, and feature discovery.
- Designed event instrumentation requirements and partnered with engineering teams to validate schema consistency and resolve tracking gaps across environments.
- Conducted A/B test analysis on UI/UX variants and workflow configurations, evaluating lift, statistical significance, and user-segment differences.
- Developed Power BI dashboards monitoring activation, time-to-value, retention, and workflow completion; enabled PMs to compare performance across feature versions and user groups.
- Collaborated with product, UX, QA, and data engineering stakeholders to ensure analytics readiness for upcoming releases.

#### Orion Technolab, India | June 2021 – July 2023 | Product Analyst

- Analyzed high-volume user, order, and funnel data using SQL and Python to identify friction in the pre-checkout and payment flows; surfaced a 35% drop between checkout and payment initiation.
- Evaluated merchandising and UI experiments (discount banners, cart nudges, delivery-slot messaging), measuring 7% lift in cart-to-order conversion for winning variants.
- Built cohort and retention analyses, uncovering 30% higher 90-day retention for subscription (“prime”) customers vs non-subscription users - informing pricing and feature prioritization.
- Segmented performance across city tiers, payment modes, and devices, revealing that Tier-2 cities and COD transactions drove repeat-rate declines.
- Diagnosed store-level delivery issues by analyzing dark-store timestamps, identifying locations with 20-25% longer fulfillment cycles; findings guided staffing and routing adjustments.
- Worked closely with client PMs, operations teams, and engineers to validate tracking, refine product hypotheses, and translate insights into roadmap actions.

### CERTIFICATIONS

- [Google Advanced Data Analytics](#)
- [Google Business Intelligence](#)
- [Tableau Fundamentals](#)
- [AWS Cloud Foundations](#)
- [HackerRank SQL Intermediate](#)
- [Amazon Redshift Essentials](#)

### PROJECTS

#### Gender based Wage Gap Analysis, LMU Datathon | Power BI, Python, Pandas

- Analyzed 25K+ ACS Census records using Power Query and Python; built dynamic Power BI dashboard with EDA and feature engineering
- Quantified 26.4% wage gap and delivered compelling presentation demonstrating analytical communication skills

#### Database Management System for UPS | Database, MySQL

- Designed MySQL database for UPS logistics using EERD principles; optimized 10+ SQL queries with CTEs, JOINS, and indexing, improving performance by 40%
- Authored Business Requirements, Technical Requirements document and Project Charter ensuring cross-functional alignment

#### Product Metrics & Funnel Intelligence System | SQL, Python, Redshift, Power BI, Git, Jira, Confluence

- Built a complete metrics pipeline using SQL + Python for funnel analysis, activation metrics, and retention reporting.
- Designed a KPI dictionary and event taxonomy for consistent instrumentation across user actions.
- Created Power BI dashboards for PMs to explore cohorts, segment performance, and A/B test results.