

ABHILASH S

Product Analyst

Data-Driven Product Analyst with experience leveraging user research, market trends, and data analysis to identify product improvement opportunities and drive user experience (UX) enhancements. Skilled in SQL, Python, and user behavior analysis to translate insights into actionable product roadmaps and features. Passionate about collaborating with cross-functional teams to deliver data-backed solutions that maximize product success.

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WORK EXPERIENCE

Product Analyst

Sulekha - ProManage [↗](#)

11/2022 - Present

Chennai

Achievements/Tasks

- **Contributed to user research and market analysis** for B2B and B2C segments, identifying opportunities to **enhance user experience** and **drive product adoption**. Introduced new features that aligned with business goals and improved user satisfaction.
- **Developed a "Profile Scoring" system** for business profiles, enabling **targeted marketing optimization efforts**.
- **Collaborated with cross-functional teams** (product managers, engineers, designers, Customer support, Sales) to define product requirements and roadmap, including **pricing strategy**. **Determined pricing models for different user segments**
- Developed a user [website analysis tool](#) leveraging SEO-based **APIs** to generate website performance reports and attract organic traffic.
- **Utilized data analysis** to generate insights that **informed product strategy** and **drove data-driven decision-making**, ensuring ProManage effectively serves the needs of users.
- Facilitated **user acceptance testing (UAT)** for various **product features**, ensuring quality and reliability across platforms and devices.

Senior Inside Sales Manager

Simplilearn

11/2021 - 03/2022

Bengaluru

Achievements/Tasks

- Conducted outbound calls to educate professionals on products and services while managing CRM data and reports. Provided training to sales interns on products, selling techniques, and company procedures.

Business Development Associate

BYJU'S

12/2020 - 10/2021

Palakkad

Achievements/Tasks

- Conducted market research to identify potential clients and initiated contact to provide product guidance. Managed client information in CRM database for effective communication and tracking.

EDUCATION

Bachelor of Technology

A P J Abdul Kalam Technological University

08/2015 - 06/2019

SKILLS

Data Analysis

Product Development

PRD Review

User Research

SQL & Database Management

Data Visualization

A/B Testing

Product Strategy

Product Requirements Gathering

Wireframing

Prompt Engineering

User Experience (UX) Research

Competitive Analysis

Power BI

Python

Jira

User Acceptance Testing (UAT)

Agile Methodology

Strong Communication and Presentation Skills

VIRTUAL INTERNSHIP

Product Design - Accenture (09/2023 - 10/2023) [↗](#)

- Completed a simulation focused on how the Product Design team can transform a user's experience in Figma
- Added a new feature and iterated on an existing product screen using Figma

Data Analytics Consulting - KPMG (09/2022 - 10/2022)

- Assessed data quality and completeness in preparation for analysis.
- Utilized visualizations to present insights

CERTIFICATES

Digital Product Management: Modern Fundamentals [↗](#)

University of Virginia

Data Analysis by AlmaBetter [↗](#)

Data Visualization with Advanced Excel by pwc [↗](#)

AI for Everyone by DeepLearning.AI [↗](#)

Generative AI Primer by Vanderbilt University [↗](#)

Databases & SQL for Data Science with Python - IBM [↗](#)

Google Analytics for Beginners by Google [↗](#)

LANGUAGES

English

Full Professional Proficiency

Malayalam

Native or Bilingual Proficiency

Hindi

Professional Working Proficiency

Tamil

Professional Working Proficiency