Abhishek Snehel

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CAREER OBJECTIVE:

With over 5 years of experience **delivering 7 projects** from concept to delivery in **Business analysis**, **UI & UX, Data analysis**, **Product Management**, **Scrum, Risk & Issue Management, BFSI**, **MarketResearch**, **Data Visualization CRM**, **Sales**, **Business Development** and **Team Lead.** I seek a challenging position in the area of Product Management and related field. My goal is to utilize my skills, knowledge, and expertise to contribute to the success of the organization while learning and expanding my capabilities along the way.

PROFESSIONAL EXPERIENCE

Thence (Mar 2024 – Present)
Designation – Business Analyst (Product Management)
- Owned development and delivery of a **mobile app and website** for a fitness organization.
- Proficient in using Jira for project tracking.
- Sprint planning, feature prioritization, backlog refinement for efficient PDLC, designed meeting cadences focusing on status reporting, risk management and strategy alignment.
- Ensured stakeholders compliance with the frameworks, maintaining measurability and efficiency
- Engaged with internal and external **stakeholders** on a regular basis
- Monitored and guided the progress of project leading to timely completion
- Proficient in setting up Jira for new projects at enterprise level.
- Proficient in writing **requirement documents**, **project plan**, **user stories** and **use cases**.
- Proven track record of driving multiple projects simultaneously and ensured timely delivery, while keeping source document for cross-functional metrics such as change request,

Crayon Data India Pvt. Ltd (July 2022 – Feb 2024)
Designation – Business Analyst (Product Management)
- Spearheaded a project to **create an app** for a leading international bank to enable CXOs, HRM and Sales team to seamlessly track KPIs, metrics and insights and leads in web and mobile app version.
- Created **Product Strategy** and **Vision** on multiple occasions.
- Conducted **user interview** to understand user needs and to make informed decisions.
- Extensive experience in **data analysis**, highlighting **insights** and taking **data driven decisions**.
- Created and automated multiple **dashboards** for internal and external stakeholders on various visualization tools.
- Prepared **competitor analysis** document analyzing 43 organizations.
- Experience in **vendor Management**, external data sourcing.

Globiva Services Pvt. Ltd (AUG 2018 – JAN 2020)
Designation – Team Leader
Team Lead
- Led a team in a complex project through **client management** and **process management.**
- Worked as a consultant for **Ola global team** responsible for launching Ola services in UK and New Zealand.
- Redesigned customer communication and challenges and increased satisfaction rates of customer experience by **25%.**

Expertise – International Launch (Tech Consulting)
- Conducted market research on industry to determine and validate Go to Market strategy.
- Handled multiple customer presentations, presented the GTM strategy to senior client leadership using status reports, dashboards.

Policy Bazaar (OCT 2017 – MAR 2018)
Associate Sales Consultant
- Handled sales and marketing of insurances in B2C market in lead to cash process flow,

Hatch Business Solutions (JUL 2015-AUG 2016)
Business Development Manager
- Led a team of 5 through sales and marketing of ITES.
- Identified business opportunities to increase sales.
- Contributed to business by revenue generation and managed team revenue targets and new client acquisition.

SKILLS

Data Analytics | Product Management | PowerPoint | Excel | SharePoint | SPSS | Lean Six Sigma | Python | SQL | Wireframing | Jira | Power BI | Tableau | Zoho Analytics | Miro Board | Figma | Agile | Waterfall | Scrum Master | Confluence | BRD | FRD | Project Plan | Scrum | SDLC | User Interview | Gap Analysis | Pharma

QUALIFICATION

PGPM **(Gold Medalist)**
Great Lakes Institute of Management
Chennai (08/2021 – 06/2022)

B Com
Calorx Teachers' University
Ahmedabad (08/2012 – 09/2015)

HSC (NIOS)
Samastipur (04/2010)

HSLC (ICSE)
St. Augustine's School
Darjeeling (05/2008)

CERTIFICATIONS
- Project Management, Google
- Foundation of UX Design, Adobe
- Python for Data Science, Udemy
- Lean Six Sigma Green Belt Certification, KPMG

ACADEMIC PROJECTS

Factors influencing usage of complementary and alternative medicines for PCOD/PCOS treatment.
Project Aim: To predict the similarities and differences in the reasons for using or not using complementary and alternative medicines among PCOD/PCOS patients using statistical and analytical tools.
Skills & Tools: Python, R, Interpretive Structural Modeling
- Identify the enablers that influence the usage of complementary and alternative medicines for PCOD/PCOS.

To determine the drivers of face mask and how to increase the usage.
Project Aim: To analyze the driving factors for usage of face mask during Covid-19
Skills & Tools: Market Research, Data Analytics, Survey, IBM SPSS Statistics, MS Excel
- Identify the factors that influence the usage of face masks during Covid-19 Pandemic.
- Analyze the identified factors and derive a conclusion using SPSS.

INTERPERSONAL SKILLS
- Strong problem Solving, Analytical, Communication skills.
- Highly adaptable, coachable, spirited team leader and a team player.
- Comfortable working with ambiguity

ACHIEVEMENTS
- Awarded with best employee award from client for commitment, innovation, and performance.
- Promoted from Associate to SME to Team Lead within a span of 1 year.