Amit Soni

Product Analyst at ProProfs

Contact

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Key Skills

Management Tools- Jira, Project Bubble.

Methodologies- Agile Scrum, SDLC Waterfall

Modelling Techniques- Usecase, UML, BRD, SRS, FSD, SOW, SLA, SOP, Value Proposition.

Designing Tools- Figma, Draw.io, MS Paints.

Analytical Tool- MS Excel, SQL basics (for data visualization and analytics)

Scripting Language- HTML, CSS, Python (for AB Testing & API Authentication)

Other Skills- Problem Solving, Presentation Preparation & Representation, Market Research

Certifications

- Certified Scrum Master (Agile Methodology)
- Certified Business Analsyt (Busiess analysis with excel)

Profile Summary

Experienced Product Analyst with a track record of overseeing the management and enhancement of software products. Skilled in requirement gathering, analysis, and client interaction to ensure the delivery of high-quality products. Proficient in technical writing for creating BRDs, FSDs, and user documentation. Strong knowledge of Agile and SCRUM methodologies. Excellent business acumen, communication, and presentation skills. Skilled in conducting competitive analysis, wireframing, and feature testing to drive product success.

Work Experience

Software Product Analyst (SAAS, B2B, B2C)

ProProfs (March 2023 – Currently

- **Product Portfolio Oversight**: Manage a portfolio of 4 products—Qualaroo, Survey Maker, Picreel, BigContacts (CRM)—directing feature enhancement initiatives and competitive analysis.
- **Client Engagement and Feature Management:** Interface directly with clients to capture and refine requirements and feature requests, ensuring alignment with client expectations.
- **Agile Project Leadership**: Lead sprint planning and management, facilitating daily scrum meetings with development teams to drive product development cycles.
- **Innovative Feature Development**: Spearhead the integration of AI-driven survey creation capabilities and a consolidated dashboard for comprehensive survey reporting.
- **Cross-Functional Collaboration:** Collaborate closely with sales teams and UI/UX designers, leveraging insights to optimize product features and enhance user experience based on market trends and user feedback.

Business Analyst
Streview Technologies (March 2022 - November 2022)

- Conducted comprehensive requirements gathering and analysis, aligning project specifications with market insights and client needs.
- Developed detailed documentation, encompassing market analysis findings and client-specific requirements, to guide project development phases.

• Created proposals delineating project timelines, scopes, and deliverables, ensuring clarity and alignment with stakeholder expectations.

•Orchestrated client communications and relationships, fostering collaborative partnerships throughout project lifecycles.

Trainee Business Analyst
Deluxe Softech Industries pvt ltd. (July 2020 - July 2021)

- Planned sprints and initiated projects.

- Gathered requirements and prepared flow diagrams, BRD, and FRD.

- Worked on Covid 19 Project – It's a platform providing facilities to the patients during pandemic. It helps the patient to do registration for vaccination, book a bed, buy meals & medicines.

Educational Qualification

Bachelor of Engineering May 2019
Bhilai Institute of Technology, Durg

Senior Secondary (XII) May 2015
DAV Public School, Bilaspur