

# UTSAV SRIVASTAVA

(Business & Product Analyst with 5+ years of experience in data gathering and analysis)

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## PRODUCT WORK



### Product Management Fellow, Upraised

Bangalore, India  
May'22 - Present

- Increase **user engagement** and improve feature utility among freelancers in LinkedIn Services Marketplace to boost user **retention rate** - [Link Here](#)
  - Improve the accuracy and relevance of job seeker profiles on Naukri.com by developing an **AI-based** profile recommender feature - [Link Here](#)
  - Skills: User Stories, User Journey Map, Wireframing, API's, System Design, SQL, User Persona, Product Roadmap
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## EXPERIENCE



### Product Analyst, McGraw Hill Education

Noida, India  
Jan'22 - Present

- Managed the development and improvement of multiple products, resulting in improved **user engagement and product performance**.
- Designed and developed an **AI-based analytic product** that tracked the performance of access cards and improved the decision-making process.
- Built and managed a data pipeline that created internal dashboards to monitor **key metrics**, reducing data analysis time.
- Collaborated with cross-functional teams to **determine key metrics and prioritize** product initiatives.
- Optimized the data warehouse enterprise product by **designing and developing efficient pipelines**, improving data processing speed.
- Formulated and executed **product requirement documents** to implement multiple products' technical and functional designs.



### Business Intelligence Analyst, Wipro

Noida, India  
Mar'17 - Dec'21

*Worked on a \$100 Million data warehousing project for a Telecom Client in the data team among 20 other teams.*

- Managed a **\$100 Million** data warehousing project for a Telecom client, collaborating with 20 other teams to identify subscriber churn rates across different geographies, and developing a custom report using various data sources.
  - Successfully saved **\$100k in cloud costs** by **automating manual tasks** and creating an efficient data purging system to manage database space.
  - Designed and implemented data pipeline solutions to transport and process large volumes of data, processing up to **200 GB per day**.
  - Collaborated with **stakeholders** to interpret enterprise problems, gather requirements, and **plan and design implementation** for operational improvement projects.
  - Developed **dashboards and reports** to visualize and analyze business data, enabling clients to make **data-driven decisions directly impacting revenue metrics**.
  - Managed the authorization and onboarding of new people in the cybersecurity team, **resolving client escalations** and issues related to data warehousing.
  - Demonstrated exceptional problem-solving skills and attention to detail, successfully managing and addressing all data processing inquiries for **20 diverse product lines**.
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## EDUCATION

Kamla Nehru Institute of Technology  
*Bachelor's degree in Information Technology*

Sultanpur, India  
2012-2016

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## SKILLS

- **Product Management:** Product strategy, Metrics, and KPIs, Product road mapping, Wireframing, Mixpanel
- **Technical:** TechnicalSQL, PL-SQL, Jira, Confluence, ETL-Informatica, IICS, Python-NumPy, Pandas, Matplotlib, Seaborn, MS-Office.