

Sanya Patel

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SUMMARY

Analytical PM specialized in A/B testing, KPI tracking, and driving product-led growth initiatives across diverse industries.

KEY SKILLS

Core Skills: Product Lifecycle, Go-To-Market, UX Research, Product Roadmap

Tools: Notion, Miro, JIRA, Excel, Google Analytics, Tableau

Analytics: Forecasting, OKRs, Market Sizing, Retention Metrics

Soft Skills: Problem Solving, Teamwork, Presentation, Critical Thinking

EDUCATION

MBA in Marketing & Strategy | ISB Hyderabad | 2022

EXPERIENCE

Associate Product Manager — ShopEase Pvt Ltd (2021–2023)

- Launched referral program improving retention by 18%
- Conducted competitive analysis and customer interviews for roadmap inputs

PROJECTS

SaaS Analytics Platform — Designed data visualization system enabling clients to track KPIs in real time.

EdTech Portal — Streamlined content management workflow, reducing delivery time by 35%.

CERTIFICATIONS

Product Strategy — Kellogg School of Management

Google Project Management Certificate — Coursera

Certified Scrum Product Owner (CSPO)