ADITYA SINGH

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Product & Analytics professional with 5+ years of experience conducting strategic research, simplifying complex product portfolios, and supporting go-to-market strategy across insurance and SaaS. Skilled in SQL, Excel, and Power BI to drive clarity, convergence, and insight-led product decisions.

Professional Experience

[Liberty Mutual Insurance]() | *Seattle, WA*   **Jan 2024 – Present**

Senior Analyst, Advanced Analytics

- Analyzed CLSC loss ratio to identify high-loss lead sources; flagged Smart Choice as a key contributor and improved LR reporting accuracy by 8% by isolating severity and frequency as primary drivers.
- Built a dynamic staffing & top line planning model using SQL and Excel to forecast call volume, handle time, binds, and conversion for 200+ agents.
- Created SQL-based policy CLSC specific policy identification query, reducing manual work by 40%; led end-to-end testing, documentation, and enablement for scale-up.
- Conducted B2B sales funnel analysis across Commercial Lines; informed budget reallocation recommendation for different lead sources, improving bind rates by 9% and call to quote ratio by 14% over two quarters.
- Spearheaded a cross-functional initiative to unify business metric definitions across multiple Power BI dashboards, establishing a single source of truth that enhanced consistency and credibility.
- Built a quota-setting model having various efficiency metrics to provide quota recommendation to leadership.
- Developed and managed Power BI and Salesforce dashboards for monthly operating reports, surfacing actionable insights on pipeline health, campaign ROI, and rep performance.

Senior Analyst, Product Research   **Jan 2023 – Dec 2023**

- Conducted strategic analysis of digital quote flow conversion, identifying pain points with partner Zebra and recommending product changes that reduced drop-off at payment stage by 50%.
- Identified $8M in premium leakage through incentive misuse detection; recommended pricing and product rule adjustments adopted by Underwriting and Product teams to improve governance and profitability.

Product Analytics Intern   **June 2022 – July 2022**

- Conducted research on embedded insurance across Latin America, mapping partner ecosystems and uncovering high-potential growth channels to create go-to-market strategy and partnership thesis.

[LocoNav]() | *India*   **Sep 2020 – Aug 2021**

Sr. Sales Analyst - Global Growth

- Drove onboarding process revamp for B2B driver partners; managed project roadmap, A/B testing, and rollout communications, increasing completion rate from 19% to 78%.
- Automated funnel KPIs and pipeline metrics via Salesforce CRM and Power BI, improving pipeline visibility for MBRs and QBRs across GTM teams.

[Limetray]() | *India*   **Sep 2018 – Sept 2020**

Sales Operations Lead

- Led operations building lead scoring models and streamlining CRM workflows to boost revenue, & efficiency.

Education

Babson College, MA, USA   **Sep 2021 – Sept 2022**

- Master of Science (MS) in Business Analytics

Amity University, India   **Sep 2016 – Sept 2019**

- Bachelor of business administration (BBA) – Finance and Analytics

Skills

Technical Skills : SQL | Python | Salesforce Automation CRM | Mixpanel | SAS | Excel | Tableau | Power BI
Techniques: A/B Testing, Multivariate Testing, Forecasting Models, Sales Funnel Analysis, Compensation Design.