

# HARIPRIYA P

Coimbatore, India

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## CAREER OBJECTIVE

Enthusiastic and detail-oriented MBA graduate with a strong foundation in business analytics and marketing. Eager to leverage analytical skills, strategic thinking, and a passion for user-centric design in an entry-level Product Manager role. Committed to driving innovation and delivering impactful solutions in a collaborative environment to enhance customer experiences and contribute to business growth.

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## PROJECTS

### Marketing analyst at Unico Clothing

*Feb 2024 – July 2024*

Responsible for interpreting research about the company's consumers and their buying habits, and also creating, developing and executing marketing strategies, and lead generation.

### The Apple Case Study: Brand Strategy

*Feb 2024*

This case study highlights how Apple focuses on delivering a premium user experience through innovative product design, seamless ecosystem integration, and strong emotional branding. The company's strategy emphasizes minimalistic design, user-friendly interfaces, and high-quality products, creating a loyal customer base.

### Analysis of Netflix's content library using Tableau

*Jan 2024*

This provides a concise analysis of Netflix's content library. Key visualizations include Geographical distribution, content ratings, content distribution, Top genres, and growth over time.

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## INTERNSHIPS

### Electronics Arts – Product Management

*Sep 2024 – Oct 2025*

- **Market Research and Analysis:** Conducting research to understand market trends, customer needs, and competitive landscapes to inform product strategy.
- **Product Road mapping:** Developing a product roadmap that outlines the vision, direction, priorities, and progress of a product over time.
- **Go-to-Market Strategy:** Planning the launch of a product, including marketing strategies, sales approaches, and distribution channels.
- **Performance Metrics Identification:** Determining key performance indicators (KPIs) to measure the success and impact of the product post-launch.

### Accenture North America – Data Analytics and Visualization

*Dec 2024 – Jan 2025*

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
  - Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.
  - Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.
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TECHNICAL SKILLS

Requirement elicitation • Understanding of Agile, Scrum and PLM • Process modelling • Roadmap development • Database Management (MySQL, PostgreSQL) • Data Analysis Data Visualization

SOFT SKILLS

Communication • Problem-Solving • Time Management • Adaptability • Negotiation • Collaboration • Creativity

CERTIFICATIONS

Foundations of Project Management – Google • Agile Project Management – Google • Business Analysis Fundamentals – Microsoft • Databases and SQL for Data Science with Python – IBM • Data Visualization and Dashboards with Excel – IBM • Brand Management: Aligning Business, Brand and Behavior

TOOLS

Data Analysis Tools (Power BI, Tableau, MS Excel)  
Microsoft Visio  
Jira  
Lucid charts  
Figma  
Canva

EDUCATION

<b>Rathinam Technical campus, Anna University</b> MBA (Business Analytics and Investment Banking) (CGPA – 8.2)	<i>Present</i>
<b>Sri Krishna Arts and Science College, Bharathiar University</b> B.Sc. CS with Cognitive Systems (CGPA – 8.1)	<i>2020 - 2023</i>

ACHIEVEMENTS

**National Cadet Corps (NCC)**  
  
**RDC 2023-** Represented Tamil Nadu in the All-India NCC Girls Contingent on Republic Day at Kartavya Path, New Delhi.

HOBBIES AND INTERESTS

Sketching • Journalling • Classical Dance • Graphic Designing • Reading

LANGUAGES

English • Tamil