



Navdeep Batra

Product Management

Result oriented product management experience of elevating the Unified Analytics product. Skilled in drafting precise product requirements, conducting impactful usability testing, and product strategy. A data-driven problem-solver committed to enhancing overall user experiences and driving continuous improvement initiatives. Proven track record of interacting and building collaborative relationships with stakeholders in both B2B and B2C domains.

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EDUCATION

B.Tech in Industrial and Production Engineering

Manipal Institute of Technology, Manipal

2017 - 2021

CGPA: 8.15

WORK EXPERIENCE

Product Analyst Tercept Technologies

04/2023 - 10/2023

Bangalore

Achievements/Tasks

- Optimized the in-house business tool "OMNI" in various ways enhancing operational efficiency of customer team and reducing the customer response time by 40% and achieved better customer satisfaction scores.
- Spearheaded 5+ feature to enhance the product-market fit of the Unified Analytics tool that directly addressed user needs and increased the user adoption by almost 20%.
- Focused on creating an intuitive and user friendly experience for the users by conducting usability testing, significantly reducing rage-quits and resulting a 50% increase in trial-to-customer conversions.
- Drafted product requirements documents and product feature specifications document to bridge the gap between product vision and technical execution and also played a key role in testing of new features
- Created and maintained product planning documentation, and also training material to educate users on how to effectively leverage the platform's capabilities.

Business Analyst Redseer Strategy Consultants

11/2021 - 11/2022

Bangalore

Achievements/Tasks

- Analyzed data collected through customer research, by querying surveys (with the help of SQL) and software in-order to track 10+ different important performance metrics of the industry and to prepare monthly reports.
- Performed quantitative analysis, data gathering, financial analysis to prepare quarterly reports of unit-economics metrics, which described company's market position.
- Designed and delivered engaging decks with top-notch data and strategic industry insights showing the historic market trends, depicting competitive positioning of different players.

SKILLS

SQL

PowerBI

MS - Excel

Google Analytics

Python

Clickup

CERTIFICATES

Data Analysis Using Excel

- Rice University

Python Data Structures

- University of Michigan

Database and SQL for Data Science

- IBM

Basic Data Descriptors, Statistical Distributions, and Application to Business Decisions

- Rice University

PROJECTS

Merger of PSU Banks and its Impact (02/2021 - 05/2021)

Interpreted the impact of Mega Merger on the banks. Also, conducted Null Hypothesis testing to in the framework of CAMEL components to test whether there is any significant change in the performance of banks before and after the merger.

EXTRA CURRICULAR

Organizer for Sports in Revels'19 (02/2019 - 03/2019)

Organized the badminton event and was responsible for proper conduction of all the matches.

Category Head for Sports in Revels'20 (01/2020 - 03/2020)

As a Core Committee member, I took the responsibility of planning the events, hiring and managing 25+ Event Heads, 30+ Organizers and Volunteers, thereby ensuring smooth transition of events in the fest.

Placement Coordinator at ILP&PS, MIT (08/2019 - 02/2020)

Coordinated for well running of placement processes for various companies in an organized manner.

INTERESTS

Badminton

Cycling

Stock Market Trading