

Arpita Behura

MBA in IT & Marketing with experience in product research, analytics, and stakeholder management. Proven ability to design data-driven solutions, improve engagement metrics, and deliver strategic insights. Skilled in analytics, product documentation, and cross-functional collaboration.

Work Experience

Product Analyst, Altimetrik

May 2025 - Present

- Conducted research on in-house employee engagement platform to identify adoption gaps, designed targeted solutions for improving engagement KPIs.
- Researched and suggested enhancements for the recommendation system in a proxy voting platform, focusing on usability and compliance.
- Tested and validated REST APIs for cryptocurrency and weather data, ensuring data accuracy, response integrity, and error handling using Postman.
- Prototyped a real-time AI-powered personalized promotion engine in Lovable, authored the PRD, user-story, epics, and acceptance criteria in Jira to drive delivery.

Market Research Analyst, Swot and Pestle.com

April 2024 - June 2024

- Produced 70 Comprehensive reports analyzing diverse companies using strategic frameworks like BCG, VRIO, PESTLE, Ansoff, STP, JTBD, AIDA, RFM etc, offering actionable insights for business strategy, and competitor benchmarking.
- Demonstrated strong analytical skills by leveraging reputable sources like Bloomberg, Statista, Reuters, ProQuest, MarketLine, etc. to gather secondary data, and conduct in-depth analyses to produce insightful reports

Manager, Maa Mangala Traders

Sep 2019 – Jan 2023

- Managed procurement, inventory, and vendor recruitment; increased sales by 300% post-COVID via targeted customer engagement and referral programs.
- Developed tailored solutions for client needs, achieving high customer retention and a 100+ client base.

Certification

- Certified Product Manager – Phoenix Global
- Google Project Management Professional – Coursera
- Business Intelligence & Data Analytics – Power BI, Tableau, Excel
- Lean Six Sigma Green Belt – KPMG
- Create User Stories in Jira – Coursera Project Network
- Start Your API Testing Journey with Postman Tool – Coursera Project Network
- Generative AI for Everyone – DeepLearning.AI
- Google Agile Essentials – Google
- Product Strategy Certification (PSC) – Product School
- Inbound Marketing – Hubspot
- Agentic AI and AI Agents- Vanderbilt University
- IBM AI Product Manager- IBM

Contact

📍 Bengaluru, Karnataka

☎ +91-7064218118

✉ arpitabehura186@gmail.com

[Linkedin](#)

Skills

Data & Analytics

- SQL, Excel, Power BI, Tableau

Market Research

- Database: Bloomberg, Statista, Reuters, ProQuest, MarketLine
- Tools: SPSS

Prototyping and Wireframing

- Figma, MIRO, Replit, Lovable

Project Management Tools

- JIRA, Trello, Asana
- Notion, Microsoft Project

Other Tools

- API testing via Postman

KEY PROJECTS & ACADEMIC WORK

- Developed retention strategies for Eastern Treasure India Tours, boosting client loyalty and satisfaction.
- Co-created a fitness & health product model for Amazon during Product Management project.
- **National Semifinalist** – Grant Thornton CampACE, Bond with Pidilite; **Winner** – IIM Rohtak Article Writing Competition.

Educational Background

MBA In Business Management

Xavier Institute of Management(XIMB), 2023-25
Specialization in IT, Marketing and Operations.

B.Sc. in Botany

College of Basic Science and Humanities, Bhubaneswar (OUAT), 2014-17