

B MADHUMITHA - Product Analyst

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PROFESSIONAL SUMMARY

Strategic and detail-oriented **Product Analyst** with **4 Years** of expertise in e-commerce platforms, consulting, and digital transformation. Adept at business requirement analysis, data-driven decision-making, and agile delivery. Proven track record in optimizing product roadmaps, enhancing user experience, driving cross-functional collaboration, and delivering enterprise-grade solutions using tools such as Jira, Confluence, Figma, Sitecore, Postman, and MS Excel.

CORE SKILLS & TOOLS

Business Analysis | Agile & Scrum | Requirement Gathering & BRD/FSD | User Story Writing & Acceptance Criteria | Digital Transformation | E-commerce Optimization | Product Roadmap Management | Data Analytics | E-commerce Platforms | Sitecore CMS | UX Wireframes (Figma) | Jira, Confluence, ServiceNow | API Testing & Integration (Postman) | SQL Basics | Business Process Re-engineering | Stakeholder Communication | Sprint Planning | Smoke Testing & UAT Support

PROFESSIONAL EXPERIENCE

Product Analyst II | Photon Interactive Pvt Ltd, Chennai | Sep 2023 – Present

Project: L'Oréal | E-Commerce website Development

- Spearheaded requirement gathering and finalized Figma UI/UX designs across 13 L'Oréal e-commerce brands, reducing design approval cycle time by 20%.
- Authored detailed functional specifications and CMS user stories, accelerating the website launch process by 2 weeks ahead of schedule.
- Delivered global end-user and webmaster training sessions, increasing adoption rates by 30% and reducing support tickets by 15% within 3 months.
- Led functional and Sitecore demos and coordinated smoke testing, achieving a 98% defect-free rate at business release stage.
- Validated CRM API payloads via Postman, ensuring 100% error-free integration and reducing post-launch defects by 25%.

Business Analyst | Cleanbios Consulting, Chennai | Oct 2021 – Sep 2023 |

Project: Cleanbios website

- Managed discovery phase, created feature lists, and developed scalable information architecture, contributing to a 35% increase in user engagement.
- Documented user stories with precise acceptance criteria; collaborated with developers and QA, helping achieve a 90% sprint completion rate and enhancing sprint predictability.
- Facilitated functional demos and performed smoke testing, reducing client-reported bugs by 20% post-release and improving overall product quality.

EDUCATION

Bachelor of Commerce (B.Com) | SRM University | 2021 | CGPA: 8.0/10

CERTIFICATIONS

Business Analysis Fundamentals – Udemy

Generative AI for Product Managers – LinkedIn

HIGHLIGHTS

- Recognized as “**Significant contributor to the Business**”
- Expertise in e-commerce product lifecycle management and consulting projects. Strong communicator skilled at bridging business objectives with technical solutions.
- Adept at delivering enterprise-grade solutions.