

MINAKSHI TALUKDAR

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Blogpost- <https://medium.com/mavennet/agile-methodology-3f8b2f18d508>

Profile Overview:

Extremely motivated and a Self- Starter individual with **11+ years** of professional **IT experience** with **7 years** of hands-on **Product Management** and **4 years** of **Business Analyst** expertise.

A **Computer Sc Engineer, Data Science Enthusiast** with **Professional Certificate** in **Business Analytics (2020-2021)** from **Harvard Business School Online**, curious to learn about innovative technologies to stay updated with the latest market trends.

Professional Expertise:

Industry Knowledge: Great Business Acumen and versatile work experience in various domains - **B2B-PaaS, B2C - SaaS, Consumer Apps, Digital Media – Video Hub, Retail - E-Commerce, Enterprise Supply Chain, IoT, Blockchain, Telecom BSS (Business Support System), CRM, OMS, Banking Apps, Payments – Credit & Collections.**

Product's Ideation: Extremely skilled in conducting Customer and Market Research, user surveys to discover real pain points of Customers and converting them into **Business** and **Functional** Requirements in the form of various artifacts such as **Product Requirements, Workflow Diagram, Activity diagrams & Business Use cases**. Expert in applying various measures of Product Discovery that include both quantitative (e.g., A/B-testing) and qualitative (e.g., usability testing) methods.

Product Analytics | Data-Driven Decision Making: Well Versed in data-driven approaches to derive suitable KPIs to keep track of Product's Health. Strong hands-on in synthesizing data, generating reports, and prioritizing feature development. Currently responsible for Creating Monthly Dashboard Decks for Senior Executives. Proficient in analyzing broader metrics such as *Pirate Funnel, ROI, Customer Churn Rate, Customer Journey, Segmentation/Cohorts*.

Product Roadmap and Implementation: Strong expertise in breaking down the **Product Specifications** into Features Set to shape the existing **Product Roadmap**. Alongside, managing the **Product Backlog** and **Sprint Backlogs** on a regular basis to stay aligned with Product's Vision and Business Strategy.

Leadership and Process: Experienced on working in various methodologies & practices such **Scaled Agile, DevOps, Agile, Waterfall** or **Hybrid Model**. Always a Key Participant in different **Scrum Ceremonies** like *Sprint Planning, Sprint Review, Sprint Retrospective*, and responsible for leading the product's full life cycle (Ideation to Production) with a great collaboration with various Stakeholders like *Business Leads, Marketing Team, UX Designers, Development (DevOps & Scrum Teams), Customer Service*.

Education:

- **Business Analytics** Certification Program from **Harvard Business School Online** | 2020 -2021
- Bachelor of Technology (B. Tech) in Comp Sc. & Engineering from WBUT, India | 2008 - 2012

Professional Certifications:

- **Certified SAFe® Product Owner / Product Manager – (SAFe 6.0)** Provided by [Scaled Agile](#)
- **Salesforce Certified Associate** – Provided by Salesforce.
- **Certified Professional Scrum Product Owner (PSPO)** from [scrum.org](#)
- **Product School Degree** - 'How to Build Digital Products'
- **Design Thinking for Innovation - University of Virginia**
- **Oracle Cloud Infrastructure (OCI) Foundations 2020 Certified Associate**
- **Google Analytics Individual Qualification (GAIQ)**
- **ITIL® 4 Foundation CPD** – (ITIL® Foundation Certificate in IT Service Management)
- **International Scrum Master (ISM)** – International Scrum Assembly
- **Certified Tester Foundation Level (CTFL)** – ISTQB

Technical Skills and Tools:

- **Analytics and Visualization Platform:** Adobe Analytics, ComScore, Site Improv (SEO), MOAT, Google Analytics, Tableau, Amplitude, Google Data Studio, Power BI, MS Excel.
- **AI/ML tools:** Google Teachable Machine, DataRobot
- **Wire-framing/Prototyping/UX Design:** In-Vision, Figma, Miro, Lucid-Charts
- **Product Roadmap and Feature Planning:** JIRA, Confluence, Agile/Kanban Boards, Product Plan, Visio, Trello, Gantt Chart, Draft.io, Asana, GitHub (Feature Requests Repo)
- **Database and Cloud Knowledge:** MySQL, AWS Redshift, Oracle & AWS Lambda, AWS AMB (managed blockchain)
- **Languages:** Python (For Data Science), SQL, UNIX
- **Telecom:** Postpaid Invoicing, RTR (Real Time Rating), Single View CRM(CSG), Clarify CRM, CB (Convergent Billing), TAPIN & TAPOUT CDR Processing,
- **Banking:** Mobile Banking App (IOS and Android), Credit- Account Receivables & Collection Processes.
- **Consumer Apps and Related modules:** CRM, Self-Serve Portals, Retail (Dealer) Channels, OMS, , POS- Point of Sale Workflows,
- **Operating Systems:** Windows 10/XP/8, Mac OS, Android, Unix
- Good Understanding and experience **Web Services API (SOA architecture)**, XML transactions, HTTP, WSDL, SOAP & REST Calls using SOAP UI,
- **Collaboration and Communication Tools:** MS Office, MS Teams, G-Suite, Slack.

Jul '22 – Present Day | [Co-operators – Product Manager](#)

As part of Enterprise-wide digital transformation of National Quote and Buy Platform.

- Currently managing the design, build and deployment of digital experiences
- Responsible for development requirements to enhance client experience and operational efficiency.
- Maintaining Business Requirements documentations for internal as well as stakeholder communication.
- Maintaining and prioritizing product roadmap for next 9-12 Months
- Conducting Competitor research to analyze and stay connected with market trends.
- Apply strong Data analysis skills to monitor the product health MoM and YTD date basis.
- Ensure the product efforts support and delivers the company's overall strategy and goals.

Jul '21 – Jun '22 | Bell Media (www.ctv.ca)

Role: Product Manager (CTV AVOD), Toronto, Canada

Responsibilities:

- Responsible to crowdsource, evaluate and determine which **ideas** should be promoted into **features** that will deliver value to customers and push the **strategy forward**. The evaluation part includes **experimentation(Optimizely)** process such as **A/B Testing, Feature Flagging, Multi Variant Tests**.
- Work with Sr. Manager to help define the product vision and the roadmap.
- Conduct **Market & Competitor research** to identify market opportunities.
- Responsible for organizing **Customer Surveys/Interviews** to unlock real pain points of the customer.
- Monitor **App Store Review** Data Points for various OS – iOS, Android, Amazon, Windows to analyze customer feedback.
- Gather and analyze data from multiple **Analytics** tools(Adobe, comScore, MOAT, Site Improv) and present it in a meaningful way that is **actionable**
- Measure Product's **performance** against the business goals and objectives and own the ROI.
- Gather, validate, and prioritize high level requirements and communicate this to the Product Owner team.
- Work closely with the PO, Programming and Design team to deliver winning products.
- Work collaboratively with sales, marketing, ad operations, and other teams to support and ensure revenue and customer satisfaction goals are met.
- Ensure the product efforts supports and delivers the company's overall strategy and goals.
- Keep stakeholders informed on progress and performance and aligning them around the vision for the product.

Oct' 20 – Jul ' 21 | Mavennet

Role: Senior Product Owner | Product Manager, Toronto, Canada

Products: As part of this Startup Company, presently working on a building a **Blockchain platform** accessible by Supply Chain Industry, border control agencies and relevant government entities. The different modules(*Neo flow-oil & gas, Metatrail-Steel*) of this platform provides an end-to-end immutable traceability of value chain events of the physical Commodities(Oil & Gas and Steel), while digitizing relevant documentation & representation such as *Bills of Lading , Certificates of Origin, Aggregated Carbon Footprint, Environmental Impact Passport*. In parallel, currently working on building new features that leverage the Capabilities of **AI** and **IoT** to extend better traceability and accessibility.

Responsibilities:

- Managing the **Product Conceptualization, Product Roadmap and Product Release Strategy**,
- Maintaining a **yearlong Organizational Plan** on a Program Level that combines the deliverables from all streams(Legal, Sales, Product and Marketing) across the organization.
- Leading the Product Design by collaborating with UX Designer to enhance User Experience and Interactions on the Web Platform.

- Maintaining a **well-groomed** and **prioritized Product Backlog**, designing the User Stories/Tasks for the Tech-Team In JIRA
- **Managing Sprints** to Deliver the **MVP/MIP (Minimum Impactful Product)**. *(At present I am leading three different modules of the product with a total of twelve team members).*
- **Leading the Sprint Meetings** – Daily Stand up, Sprint Planning, Review and Sprint Retro with team members including members from **different time zones** (PST, EST, Europe, Singapore).
- Conducting **Demos** with external clients and collecting **early feedback** to manage the necessary changes,

Sept'18 – Sept' 20 | TELUS (As part of TELUS International)

Role: Portfolio Lead | Business Systems Analyst II, Toronto, Canada

Products that I worked on:

TELUS Rewards for Home Solutions and Mobility Services – A service that enables eligible TELUS customers to earn points on their monthly bill and redeem them towards items like Amazon Gift Cards, UBER Gift Cards

Next Gen Commerce(*E-Commerce*) and TELUS Digital – A module that enables a customer to perform various ways of buying new device and plans – Such as Reserve Online Pick-up in Store, Tab Boost etc.

Responsibilities:

- Gathering **Feature Requests**, **Scheduling Releases** and **Coordinating Sprints**
- Responsible for **leading the launch of complex releases** such as (**Deploy on Demand/Major Releases**) from start to finish and work through complexities such as Environment Availability, defects, and test case prioritization with a demanding timeline.
- **Lead** and **facilitate** meetings (ex. kick off meetings, Weekly Status Dashboard, ADHOC release meetings, go/no go decision meetings) to maintain cadence across all the necessary teams and business units
- Perform **Risk Assessment** by understanding the complexity of the platforms, critical integrations and use cases for multiple business units.
- Working closely with QA to review their **Test Approach** and **Test Execution Plan** to make sure that it covers all the necessary scope that aligns with the **BRD & SRS**.
- Lead **PIR (Post Implementation Retrospective)** Meetings with all other stakeholders to list down the **inspect, adapt/implement** the **lessons learnt/Process improvement** initiatives to be incorporated in the future releases.
- Working with the Metrics team to maintain & monitor Various **KPI** and Dashboards on **Tableau** and **Data Studio**.
- Conducting **Customer Satisfaction Survey** for both internal and external stakeholders, users **to assess** the result every quarter to find the pain points and address them with suitable measures.

May'18 – Aug18 | Freedom Mobile

Role: Business Systems Analyst | Toronto, Canada

Products that I worked on: Freedom Mobile's Data Gig Price Plans and the Product Catalog for new & existing consumer customers and the regular security enhancements- implementation of **AVS (Automatic Address Verification)** in the online shopping portal.

Responsibilities:

- Maintained **Well-Documented User Stories & Use Cases** based on the Business and Functional Requirements.
- Performed strategic execution in various **commercial products** such as **Voice/Data tariff plans, Offers, My Account application, Mobile-App, Live Network interaction** by running **Live Device Testing** such as Smartphones (iOS, Android, and Window)/Tablets Smartphones & IoT devices.
- Analyzed potentially fraudulent activities and testing transaction-based interfaces both via Web and Mobile-App and ensuring a safe and secure application for the End-Users.
- Designed the test strategy and successfully tested the implementation of **AVS (Automatic Address Verification)** & 3D Secure 2.0 used for payment transactions via 3D secure protocols to minimize the online shopping frauds.
- Performed **Convergent Billing (CGI)** on Test Environment and **validated Itemized Bill** based on the Consumer based on the different Product, Device and Price Plan Selected.
- Ensured the final product satisfies business objectives and user expectations.

Jan'13 – Apr'18 | Amdocs

Role(s) : Product Owner, Business Analyst | Pune, India & Maastricht, Netherlands

Projects that I worked on:

Vodafone-Ziggo (Netherlands) – (Mar'14 – Apr '18) as Product Owner (Sr. SME)

- The Integration between *External Portals* (such as Dealer & Retailer portal, Self-Serve Portals, Mobile App) and *Amdocs Telecom BSS Suite* (Business Systems Support).
- Implementation of acquiring new Customers from Retail Platforms and get them invoiced in BSS. Validation of Allowance usage across various connected devices – Phone, Tabs etc.
- Retention and Next-Best-Activity Plans for existing Business Customers.

ABN – AMRO Bank (Jan'13 – Feb '14) as Business Analyst (SME)

- Mobile Banking App(iOS and Android), Credit Card Payments, Account Receivables & Collection Processes.

Responsibilities:

- Worked in different Product Teams for various Modules such as **CRM, OMS, Billing, EPC (Enterprise Product Catalog)**
- Responsible for **creating and prioritizing the Product and Sprint Backlog in JIRA** consisting majorly of **user stories, Defects Fixes and NFR (Non-Functional Requirements)** with input from Business Teams, Solution Architects/Engineering Team, and other stakeholders,
- **Collaborated** within the **Scrum Teams** and **End-To-End QA** to clearly explain the detailed **User stories with acceptance criteria**.
- Worked with Business Intelligence teams to pro-actively build and monitor product performance **KPIs** and use data to organize and prioritize the product roadmap.
- Actively drove various **Scrum Ceremonies** such as **Sprint Planning, Backlog Refinement, Sprint Review/Demos and Sprint Retrospectives** and effectively communicated with Business, Delivery and Technology Partners and maintained strong working relationships with internal stakeholders as well as External Stakeholders.
- **Reviewed End-To-End Test Cases** written by QA and provided Signoffs after validating that the required Scope, scenarios, proper execution along with Backend/Database Validations are covered.

- Presented Various Demos to **Client/Business Teams** and explained the working flows and functionality.

Jul'12 – Dec'12 | Amdocs

Role: Software Test Engineer | Pune, India

Project that I worked on: Test Execution in Telecom CRM, OMS, Mediation Events Processing and Billing for regular Postpaid Elisa Subscribers. *[Elisa, Finland- a Finnish telecommunications company]*

Responsibilities:

- Understood the Business Requirement Specifications (**BRs**), Functional Specifications (**FRs**) and Interface Design Documents (**IDDs**) and converting them into Valid **Test Scenarios** and managed them in **Activity Libraries & Requirement Traceability Matrix (RTM)**.
- Responsible for creating complete **End-to-End Test Cases**, Test Execution Plan, required Test data and reporting Test Status ensuring accurate coverage of requirements.
- Performed End-To-End Test Execution on **Telecom BSS Suite - CRM, OMS, , Events (CDR/EDR Processing) and Telecom – Billing/Invoicing**.
- **Tracked Issues/Defects** and their resolutions in a comprehensive database of defects and successful mitigation techniques.
- Created detailed documentation of **Test Results/Procedures** for each phase or project as needed to ensure replicability, compliance with standards.