SANIKA TANMAY RATNAPARKHI

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EDUCATION

Duke University: *Master of Engineering Management (MEM)* | Durham, NC | GPA: 3.8/4.0 *Aug 22 – Dec 23*
Coursework: Product Management, Marketing, Design Thinking & Innovation, Challenges and Strategies for Design Thinkers, New Ventures Development, Management, IP, Business, and Law, Finance, Competitive Strategies
Clubs: Project Innovator at Duke Interdisciplinary Social Innovators, Project Lead at Duke Advanced Consulting Club

Amity University: *Bachelor of Technology, Computer Science and Engineering* | Noida, India | GPA: 3.5/4.0 *Aug 17 – Jun 21*

PRODUCT EXPERIENCE

McKinsey and Company: *Product Analyst Intern* | Chicago, IL *May 23 – Jul 23*
(Platform McKinsey – A tech enablement application to enable firm members to access 600+ data and analytics solutions for client impact)

- Championed the integration of a self-serve **benchmarking tool** by creating a **3-horizon plan**, leading to the **enhanced discoverability** of 150 assets & ~10,000 metrics and **reduced costs** by decreasing reliance on 3rd-party services.
- Led the **user research** by interviewing 30 stakeholders to compile a prioritized list of pain points, resulting in **data-driven insights** that informed the creation of **current and future state journey maps**.
- Accelerated the development of **RESTful APIs**, harnessing Snowflake data to populate the dynamic dashboard of over 15K benchmarks, resulting in the successful **delivery of a low-code day 0 solution**.
- Optimized the **user experience** by conducting user validation sessions, unearthing the need for an additional semantic search bar and removal of filters, with an anticipated 40% **reduction in search time**.

Accenture Solutions Pvt. Ltd.: *Application Development Associate – Software Engineer* | Gurugram, India *Aug 21 – Jun 22*
(SAP Implementation and Support project for leading South African oil and gas manufacturer)

- Triaged and **deployed into production** over 150 critical and major change requests pertaining to the SAP Plant Maintenance module by maintaining an SLA of 2 days, and **reduced MTTR** by 25%.
- Modeled bug fix and SWAT team documents by solving 100+ service requests to streamline knowledge transfer and **automate tasks** leading to a 20% **reduction in total monthly operating expenses**.
- Maximized **ticket resolution efficiency** to 35% by developing an algorithm-based automated ticket resolver system, using Java, for processing service requests to handle critical outages and unexpected bug fix requests for a team of 150 consultants.
- Defined test cases performed unit, integration & user acceptance testing, **reduced UAT failure rate** from 40% to 22% over 6 months.

LEADERSHIP EXPERIENCE

Decane Studios: *Technical Product Manager* | Durham, NC *Jan 23 – May 23*
(Start-up venture to create a Peer-to-Peer decentralized KYC verification software targeted toward the media and entertainment sector)

- Orchestrated functional **requirement analysis** for the web portal by prioritization and technical feasibility analysis to facilitate a 1.5-week demo deployment, reducing onboarding friction and fortifying security for the decentralized, peer-to-peer KYC system.
- Led **market segmentation, sizing, and sensitivity analysis** for KYC providers, formulating a go-to-market strategy to capture a **15% market share** and achieve a **24.9% compound annual growth rate (CAGR)** in the Media and Entertainment sector.
- Fostered **cross-functional** collaboration with finance and marketing teams to project a forecasted **revenue of $6.28 million** by 2024.
- Streamlined development processes by following **agile methodologies** and proficiently managed GitHub to review and merge 50+ pull requests in 2 sprints. Delivered comprehensive support to developers while leveraging 5 FaceTec APIs.

Fanaticus XR: *Design Thinking Student Consultant* | Remote *Jan 23 – May 23*
(Mixed reality platform to allow users to create unique virtual experiences for 10+ use cases and share them)

- Spearheaded the **new product discovery phase** by facilitating 4 design sprints which involved 50+ **user interviews, problem statement definition, needs analysis, and storyboarding** with a diverse team of 6 members to successfully test and validate 4 POC **prototypes**.
- Presented a **GTM strategy** to target 2 niche user segments within the pet services industry with a market size of ~ $76 B.

Nexar Inc.: *Product Management Student Consultant* | Remote *Aug 22 – Dec 22*
(Nexar One - Smart AI dashcam and a cloud-based application for fleet management)

- Conducted **competitive market research** and **gap analysis** with a team of 5 within the fleet management industry and the dashcam market and identified a niche product segment with a CAGR of 12.1% which predicted an increase in the sales of Nexar One by 25%.
- Proposed a **product-led growth strategy** by trend analysis & interviewing 20+ industry experts for entry into a low-barrier market.

SKILLS

Product Skills: Product Road mapping, Market & Competitive Analysis, Go-To-Market Strategy, User Experience (UX), Trello, Jira, Confluence, Sprint Planning, Data Analytics (Power BI, Tableau), Software Development Life Cycle, A/B Testing, Requirement Gathering, Journey Mapping, Wireframing, Design Thinking, Heap Analytics, Miro, Mural, User Personas

Technical Skills: Java, SAP ABAP, SAP ABAP on HANA, SQL, Python, Agile Test-Driven Development, Agile (Scrum, Kanban Boards), Firebase, Google Cloud Platform, SAP BASIS Administration, SAP Operations, System Design, Postman, Data Science, AI / ML, MS Office, MS Excel, MS Power Point