

# PRASANNA JOSHI

*Results-driven Business Analyst skilled in working with cross-functional teams to deliver high-quality products. Expertise in market research, product road mapping, user experience, requirement elicitation, business analysis, documentation, product ownership and agile methodologies. Targeting for challenging and rewarding assignments with an esteemed organization.*

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## Profile Summary

- Seasoned professional with 9+ years of experience in Product Management and Business Analysis, backed by a solid foundation in B.Tech. and an MBA. Proven success in multinational corporation and large Indian healthcare organizations.
- Strong track record of driving customer-centric product development and delivering innovative solutions.
- Expert in bridging customer needs with business goals through market analysis, user research, competitive analysis, and feature prioritization.
- Experienced in managing the full product lifecycle, feature development, strategic planning and roadmap execution. Proficient in creating artifacts (viz. PRDs, BRDs, FRDs, and user stories).
- Passionate about leveraging emerging technologies viz. AI, IoT, Analytics, AR, and VR to address client challenges and drive business growth.

## Education

- MBA (Marketing)**  
From GLIM, Chennai, 2018 (80%)
- B. Technology**  
From SGGSIE&T, Nanded, 2014 (82.2%)
- HSC**  
From RSML, Latur, 2010 (82%)
- SSC**  
From PNHS, Nanded, 2008 (93%)

## Certification

Google Digital Marketing Unlocked in 2020  
Business Analyst – Masterclass, Udemy in 2022  
Product Manager – Masterclass, Udemy in 2023

## Core Competencies

**Product Management**



**Product Roadmap Planning**



**Agile Methodology**



**Data Gathering and Analysis**



**Customer satisfaction**



**Market Research**



**Product design**



**P&L Management/ Revenue Generation**



**User Stories**



**Product Marketing**



**Domain Knowledge/Up-skilling**



## Significant Accomplishments

- Awarded "Diamond-In-Making" by Cognizant (2016) for showcasing exceptional potential.
- Received "The Best Competency Award" from Manipal Hospitals for outstanding performance in FY 2019-20 (2020).
- Honored with the "Delta-Program Excellence" recognition (2021) for outstanding contributions to program excellence.

## Work Experience

**Sept'23-To Date: Narayana Health (NHL)**  
**As Business Analyst**

### Key Result Areas:

- Led the product development lifecycle from ideation to launch, collaborating closely with engineering, design, and marketing teams.
- Developed and managed product roadmaps, ensuring alignment with business goals and customer needs.
- Conducted market research and competitive analysis to define product strategy, identify opportunities, and inform strategic decisions.
- Championed the voice of the customer through usability studies and hypothesis-driven experimentation.

- Prioritized features and created detailed product requirements and user stories to guide development.
- Managed product offerings from concept to production, adhering to established product management practices.
- Utilized tools such as Click-up, draw.io, and Visio for project management and documentation.
- Gained hands-on experience with Salesforce CRM/PRM and Salesforce Service Cloud.
- Worked with analytical dashboards, MS Office, Tableau, CRM tools, JIRA, Confluence, and flowchart preparation.
- Assisted in analyzing and documenting business processes to identify and address gaps.
- Created detailed business process documents to support project development and implementation.

### **Sept'22-Aug'23: Apollo (AHLL)**

#### **As Business Analyst**

##### **Key Result Areas:**

- Prioritized and managed the product pipeline with the product owner, aligning with business goals and customer needs.
- Derived insights from qualitative and quantitative data to shape product strategy and drive revenue.
- Established credibility as a trusted advisor on product development and strategic decisions.
- Documented user stories and acceptance criteria for effective feature implementation.
- Created and presented reports, including MIS and dashboards, for data-driven decision-making.
- Conducted market research and competitive analysis to support business strategy.
- Optimized performance metrics to achieve cost-effective goals.
- Addressed key performance issues and developed flexible strategies for product improvement.

### **Mar'22-Jun'22: Docplexus**

#### **As Business Analyst**

##### **Key Result Areas:**

- Planned and executed interesting features development for applications and web tools.
- Developed external and internal communications strategies for projects, features and the business.
- Planned, executed and measured project progress and its success against industry.
- Reported on key project metrics.
- Performed the industry and competitor analysis to stay ahead and updated.

### **Apr'18-Mar'22: Manipal Health Enterprises Pvt. Ltd., Bengaluru, Karnataka**

#### **As Business Analyst**

##### **Key Result Areas:**

- Owned the strategy for product/service development and defined industry roadmaps to maximize organizational benefits.
- Developed and executed GTM strategies, leading end-to-end product launches and market introductions.
- Worked with technical teams to resolve product issues and refine solutions based on client needs.
- Analyzed market trends and competitor products to inform product strategy and marketing plans.
- Facilitated brand management and drove product development activities, introducing innovative marketing concepts to enhance growth.
- Created feedback mechanisms for continuous improvement of products and services.
- Ensured achievement of business targets by generating and developing new accounts, overcoming competition, and driving profitability.
- Engaged with cross-functional stakeholders to align strategies and drive project success.

### **Jun'14-Apr'17: Cognizant Tech.-Sol. Pune, Maharashtra**

#### **As Programmer Analyst**

##### **Key Result Areas:**

- Designed and assessed relational databases using SQL for B2B clients, enhancing data management and analysis.
- Developed software solutions during the early stages of DB schema design and system migration planning.
- Managed end-to-end pre-sales activities, including client interactions, product demonstrations, training, and documentation (BRD and other materials).
- Worked in an agile environment, utilizing ticketing systems like ServiceNow and MS Office for project management and documentation.