Harish Bokka

Product Analyst | Data-Driven Strategy & Scalable Solutions

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Product Analyst with 2+ years of experience in cross-functional product delivery and consulting across self-service analytics, data platforms, and enterprise software. Proven track record of launching data products from concept to scale, translating stakeholder needs into roadmap features, and executing sprints impacting 50+ global users. Skilled in defining KPIs, driving UAT, and aligning product, engineering, and business teams to deliver customer-centric solutions. Proficient in data visualization, Agile development, and user research to prioritize features and drive measurable outcomes.

Core Competencies

Product road mapping | Feature Prioritization | Agile & Scrum Delivery | KPI Definition | User Research & VOC | Competitive Analysis
A/B Testing & Experimentation | Data-Driven Decision Making | SLA Optimization | UX Collaboration | CRM Insights | Product Analytics

PROFESSIONAL EXPERIENCE

GEP Worldwide

Product Analyst, Data Platform & Analytics – Mumbai, India   *Jan 2023 – Aug 2023*

- Led (**0 to 1**) launch of a Self-Service Data Layer (SSDL) for **50+** users, reducing BI dependency, reporting bottlenecks, and improving data access speed by **40%**.
- Defined KPIs and led usage analysis to uncover friction points in tool adoption, delivering **20+** product recommendations that boosted governance and compliance rates by **15%**.
- Owned sprint planning and prioritized backlog across multi-regional teams; defined acceptance criteria and executed UAT for **2** enterprise-scale product releases with **zero** critical defects.
- Created functional specs and end-to-end user flows for GEP SMART rollouts, enabling **5+** enterprise-level product adoptions.
- Mentored **3** junior analysts in Agile ceremonies, product analytics, and stakeholder communications, improving delivery velocity.

Associate Analyst, Data Platform & Analytics – Mumbai, India   *June 2021 – Dec 2022*

- Facilitated product discovery with cross-functional stakeholders, translating requirements into actionable user stories and reporting features that improved data accuracy by **20%**.
- Built automated reporting pipelines and self-serve Tableau dashboards using SQL, enhancing real-time SLA visibility and reducing refresh cycles by **70%**, improving stakeholder decision-making and overall usability.
- Documented functional specs and managed change workflows to support GEP SMART implementation, driving successful adoption across **5+** enterprise teams.
- Integrated fragmented customer data into a unified analytics module, enabling Customer Success and Product Ops teams to derive insights and improve user retention.
- Delivered scalable backend optimizations that reduced reporting delays by **40%**, directly increasing platform responsiveness and client satisfaction metrics.

PRODUCT-RELATED PROJECTS

AI-Powered Price Comparison, Northeastern University, Boston, MA   *July 2024 – Aug 2024*

- Led product discovery through stakeholder interviews and competitive benchmarking to define MVP features for an AI-driven grocery price comparison tool.
- Built and tested low-fidelity prototypes using Figma and conducted usability testing with **25+** beta users, incorporating VOC feedback to refine pricing logic and partnership integrations.
- Prioritized features for MVP roadmap using feasibility-impact analysis, aligning product scope with technical team constraints and customer goals.

WhatsApp Events, Northeastern University, Boston, MA   *Nov 2023 – Dec 2023*

- Conceptualized an in-app feature for WhatsApp integrating event reminders, personalized messages, and gift card payments via WhatsApp Pay; the project was ranked 5th out of 30 teams for innovation and feasibility.
- Created comprehensive product deliverables including PRD, user stories, journey maps, and wireframes using Figma, and designed user flow for seamless event setup and payment completion.

EDUCATION

Master of Science, Engineering Management, GPA: 3.92/4 – Northeastern University   **May 2025**
Bachelor of Engineering – Mumbai University   2020

TECHNICAL SKILLS

JIRA, Confluence, Scrum, Figma, Google Workspace, MS Office Suite (Excel, PowerPoint, Word), SQL (Advanced), Python (pandas, NumPy), Tableau, Power BI, APIs, Salesforce, Snowflake, Optimizely