**HARISH BOKKA**

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Motivated entrepreneurial mindset graduate student with two years of experience in complex dataset analysis, eager to apply my strong work ethic and creative problem-solving skills as a Product Management Intern

**EDUCATION**

**Northeastern University, College of Engineering, Boston, MA** May 2025

Candidate for MS in Engineering Management (STEM) **CGPA** **4.0/4.0**

**Mumbai University, Rajiv Gandhi Institute of Technology, Mumbai, MH-IN**  Oct 2020

Bachelor of Engineering in Mechanical Engineering (STEM) **CGPA** **3.6/4.0**

**SKILLS**

**Tools:** Figma, MS Excel, Tableau, Power BI, SQL, Python, JIRA, Google Analytics, MS Word, MS PowerPoint, AWS, Salesforce, Miro, Microsoft Office Suite, Adobe Creative Suite

**Technical:** Data Analysis, Dashboarding, Documentation, Product Strategy, Market Research, Competitive Analysis, Database Management, Data Visualization, Business Strategy, Cross Team Collaboration,

Agile Project Management, Feature Benchmarking, Project Lifecycle Management, A/B Testing, Product Roadmaps, KPI Analysis

**Certifications: Udemy:** Become a Product Manager | Advanced Product Management

**Coursera:** Project Management Principles and Practices | Design Thinking for Innovation

**PROJECTS**

**User Acquisition Strategy: Delivering first 100K Users |** *Market Research, Competitive Analysis* **(**[**Link**](https://drive.google.com/drive/folders/1L4BRdL1M0gUYvifsb7KQH7I7yfS8-hWg?usp=sharing)**)**

* Spearheaded product strategy to achieve **100,000** user acquisition within 6 months
* Conducted user interviews to assess market potential, identify scope, and develop market requirement documents and product requirement documents to meet the specifications
* Developed design recommendations to improve usability and user experience and produced high-fidelity prototype mockups using Figma

**Boosting User Engagement on WhatsApp |** *Product Management, Feature Enhancement* **(**[**Link**](https://docs.google.com/presentation/d/1kNT4dXH7tEK9ozBRAFREWSfRuSiK2ZyW/edit?rtpof=true&sd=true)**)**

* Drafted documentation for product development, including product requirements, competitor analysis, and user personas
* Conducted market research and analyzed competitors to enhance WhatsApp user engagement by developing e-commerce features for gifting on special occasions

**Optimizing Manufacturing Throughput with a KPI Tracking Dashboard |** *Excel, Power BI, Data Analysis*

* Built a relational data model by importing raw data files, establishing table relationships using cardinality and filter flow, and enhancing data analysis with calculated columns and DAX measures
* Designed an interactive dashboard with matrix visuals, filters, and user interactions

**EXPERIENCE**

**GEP Worldwide |** Mumbai, India

*Data Analyst – TSO Data and Analytics* Jun 2021-Aug 2023

* Led the automation of 2 technology implementation and data migration projects, boosting team efficiency by **25%** and enhancing data visibility by identifying inconsistencies and process delays
* Developed **10+ KPIs** to improve project performance by **12%** in 6 months during scopes
* Analyzed Net Promoter Score (NPS) & sales/support data to identify product issues and drive solutions
* Employed JIRA to optimize project workflows and improve team collaboration, resulting in a **20%** reduction in project migration time and improved task visibility
* Led **10+** quarterly business reviews,**3** category review meetings, and held effective communications with stakeholders regarding project status