Mansi Patel

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TECHNICAL SKILLS

Arizona State University	Tempe, AZ

Master of Science in **Management of Information Systems |** Major: Product Management & Strategic Entrepreneurship

Gujarat Technological University	Gujarat, India

Bachelor of Engineering in **Computer Science |** Major: Machine Learning and Analytics

TECHNICAL SKILLS

Technical Skills: Python, SQL, Machine Learning, Power BI, AWS, Looker, Tableau, Snowflake, Statistical Analysis, Airflow, Snowflake, JIRA, Asana, Notion, Microsoft Suite (Word, Excel, PPT).

Collaboration & Project Management: Agile methodologies, customer research, data analytics, business growth, strategy and operations, wireframing, roadmap management, feature management, A/B testing frameworks.

WORK EXPERIENCE

Product Manager | Innovative Startup Organization, EPICS   May 2024 - Present

→ Led the development of a **key product feature from ideation to release**, focusing on user-centric design and data-driven decision-making

→ Conducted market research to inform **product roadmap**, identifying opportunities for growth and user engagement

→ Managed delivery of a software product for FinEd by overseeing cross-functional teams, using Agile methodologies, resulting in an **MVP launch within the planned timeline**.

→ Designed user interfaces for FinEd's educational platform using Figma and user-centered design principles, leading to a 25% increase in user engagement.

Product Analyst | Learning Enterprise, ASU   Aug 2023- May 2024

→ Drove **subscription growth strategies** by conducting in-depth market analysis and leveraging user insights to optimize marketing efforts

→ Built scalable data pipelines to manage data & automate quarterly business reports, increasing efficiency by 15**%**.

→ Developed **A/B testing frameworks** to evaluate the effectiveness of marketing strategies, resulting in a 20% increase in conversion rates

Data Analyst Intern| Sona Data Systems   Jun 2023 - Aug 2023

→ Conducted statistical analysis on large datasets using Python and Looker to uncover business insights for supply chain automation, improving client decision-making on operational improvement metrics by 12%.

→ Led requirements gathering and process improvements, leveraging SQL and Python to streamline reporting and metrics automation, reducing manual effort by 30%.

Product Manager | Vrinsofts   Apr 2020- Jun 2022

→ Conducted **statistical analysis** on large healthcare datasets using Python and Looker to uncover business insights, improving client decision-making on operational performance by 12%.

→ Developed and maintained **automated processes** in Looker & Excel, optimizing data workflows saving 40 hours per week.

→ Performed operational deep dives by collecting, cleaning, and transforming cross-organizational data using **SQL and Python**, delivering actionable insights that improved business efficiency.

→ Applied **quantitative analysis** and user insights to measure feature performance and identify areas for improvement

PROJECTS

Software Feature Adoption Predictor

- Designed and implemented a recommendation system using Python that analyzes user interaction data to predict and recommend new software features, improving adoption rates

Augmented Reality Content Ranking Enhancement

- Defined goals for content ranking, collaborated with cross-functional teams, able to learn and gathered requirements to deliver a strategic roadmap for content ranking.

AWARDS & SCHOLARSHIPS

- ASU Graduate Excellence Award – For leadership and innovation within the graduate student body

- Vidyadaan Founder – Established a non-profit social service organization providing education to underprivileged students

CERTIFICATIONS

- Becoming a Business Analyst Certification – LinkedIn Learning | 2024

- Data Science and Machine Learning – Coursera | 2023