Bhogesh Chennaboina

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Summary

Analytical and research-driven Product Enthusiast with hands-on experience in building a **SaaS-based Personal Finance Tracker**. Skilled in conducting **user research**, **competitive benchmarking**, and defining **Go-To-Market (GTM)** strategies to meet the financial management needs of diverse user personas. Adept in tools like **Power BI, Tableau, Notion, Miro, and Excel** for feature planning, data visualization, and collaborative documentation. Demonstrated ability to translate insights from real users into intuitive product features, helping individuals gain control over their budgets, expenses, and savings through data-backed design and strategic planning.

Skills

- **Power BI**: Interactive dashboards for budget breakdowns and trends
- **Excel**: Budget simulations, pricing models
- User Research (pain point discovery, behavioral surveys)
- GTM Planning (target segment, marketing channels, retention loop)

Education

Kasireddy Narayana College of Research & Engineering   **[2021– 2024] [CGPA: 6.51]**

- Bachelor of Engineering in Electrical & Electronics Engineering
  Abdullapur, Hyderabad

Experience

TATASTRIVE SKILL DEVELOPMENT CENTER
JUNIOR FULL-STACK JAVA DEVELOPER
Kukatpally, Hyderabad

- Trained in Java Full Stack Development covering Java, Spring Boot, MySQL, HTML, CSS, JavaScript, and React

- Developed and deployed responsive web applications using Spring Boot backend and React frontend

- Gained hands-on experience with REST APIs, user authentication, CRUD operations, and role-based access control

- Designed and connected relational databases using MySQL, implemented entity relationships and queries

- Collaborated on mini-projects in agile teams, focusing on clean code, Git version control, and debugging

Projects

Personal Finance Tracker

- **User Research**: Conducted surveys/interviews with 40+ users (students, freelancers, working professionals) to discover top pain points in financial tracking.
- **Data Analysis**: Used Excel & Power BI to analyse anonymised transaction data to identify common categories, overspending patterns, and seasonal trends.

  Feature Design:
- Added visual monthly spend trackers and AI-suggested savings goals.
- Created budget alerts, auto-categorisation of expenses, and recurring bill tracking.
- Designed onboarding based on income groups and behavior types.

  GTM Strategy:
- Focused on student and freelancer segments via WhatsApp groups and financial literacy webinars.
- Introduced a freemium model with premium analytics and goal tracking as upsell features.
- **Documentation**: Created user personas, feature flow diagrams, PRDs, and wireframes using Miro and Notion.

Languages

- English
- Telugu
- Hindi