Swati Aggarwal

4645 Fallow Ln, Cumming, GA 30040
Mobile: +1 470 209 8584 Email: swati.aggarwal.2007@gmail.com

SUMMARY OF EXPERIENCE AND QUALIFICATIONS

A Product Manager with over 5 years of consulting experience with clients like Wipro Ltd, NetIIT, Punjab Technical University and Dew Drops Learning Solutions. She has demonstrated expertise in the following:

- Conducting user research – understanding user problems, pain points and requirements
- Crafting product vision, roadmap, capabilities and prioritizing based on value proposition
- Collaborating with cross-functional teams and executives throughout product lifecycle

Passionate about business analysis, agile methodology and data analytics.

EDUCATION

Michigan State University (2009)
Post-graduate, Communication and Extension Studies

University of Delhi (2010)
MS, Development Communication and Extension

University of Delhi (2008)
BS, Home Science

EXPERIENCE

Freelancer (Jan 2019 - Current)
- Independent contractor for the Appen platform. Working on various projects across multiple clients in the capacity of Business/Data Analyst.
- Analyze complex data using BI/Analytics tools to identify and recommend actionable insights to the clients
- Also working with several other clients as a QA tester and User Experience tester

DEW DROPS LEARNING SOLUTIONS (Jan 2013 – Mar 2015)
Product Manager
Role: Responsible for gathering requirements for a product to manage student enrollment, curriculum management and financial reporting for Dew Drop Learning Institute, which delivers Applied Behavior Analysis (ABA) programs focused for children with autism and other developmental delays.
- Facilitated workshops with stakeholders to understand business challenges, capture user personas, pain points and prioritize business and reporting requirements
- Translated business requirements to functional user stories and owned the product backlog
- Managed requirements throughout the SDLC and collaborated with UX designers, monitored development and functional testing and assisted in post go-live support
- Supported whole product lifecycle of the web application from defining product roadmap, collaborating with UX designers, defining future state process flows to providing post-go live support

NETIIT (Jun 2010 - Dec 2012)
Business Analyst
Client A: WIPRO LTD.
Role: Worked as a consultant to Wipro Ltd. (client), responsible for designing a dashboard to analyze declining market share and revenue of their FMCG products
- Established relationship with our client (Wipro) to gather requirements for a dashboard to report sales pipeline and distributor performance
- Analyzed regional and national sales data for multiple Wipro consumer products to understand the market share, performance of products portfolio across different regions and distributors, and efficacy of revenue streams

- Performed a root cause analysis of their flagship consumer products – declining market share in their primary (South Indian) market and poor hold on the North Indian market
- Analyzed sales across different revenue streams and concluded that Wipro should focus on supermarkets as compared to mom and pop stores to appeal to customers in the North India market

Client B: PUNJAB TECHNICAL UNIVERSITY (PTU)
Role: Worked as a strategy liaison for PTU to resolve multi-faceted issues related to plunging enrollment rates, central policy compliance, college rankings and media management.
- Collaborated with PTU and Central government officials to ensure PTU's compliance with regulatory changes in higher education sector
- Led a team to develop a tool for ranking 100+ engineering colleges across Punjab (India). The ranking system helped increase enrollment rate through higher transparency of the information available in the public domain
- Gathered and analyzed data on student enrollment, job placement, academic performance, infrastructure across 100+ engineering colleges; developed an innovative algorithm to comprehensively rank all colleges under PTU
- Designed and implemented a multi-media campaign during admission rounds for PTU affiliated engineering colleges; supported press releases and maintained online promotions/websites

SKILLS
- Stakeholder Management
- Agile / Scrum
- Business Analysis
- Data Analysis
- MS Excel, Tableau