

# PRIYA ADLAKHA

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## PROFILE

Experienced Product Manager with expertise in data analysis, visualization & cross-functional team leadership. Proven ability to drive business growth through actionable insights, communication, & value-driven product launches.

**Core Skills & Competencies:** A/B Testing, PI Planning & RoadMapping, Product Innovation, Backlog Management, Problem Solving, Strategy Building, Statistical & Data Driven Decision Making, Business Analytics, Machine Learning

**Tools & Technologies:** Python, Minitab, Tableau, Power BI, Heap, Big Query, MongoDB, SQL, DevOps, Confluence, Miro, ProductBoard, Google Analytics, SAS.

## PROFESSIONAL EXPERIENCE

### S&P Global Market Intelligence

Gurgaon, IN

#### Product Manager - Usage Analytics & Usage Engineering

August 2022 - August 2025

- Facilitated collection, analysis, and reporting of usage data across multiple platforms within the S&P-MI domain, collaborated with cross-functional teams to deliver data-driven usage products.
- Supervised and coached two Associate Product Managers, single-handedly managed two usage teams.
- Partnered with fellow PMs to define product roadmap and launch usage of 60 million+ documents, driving 17% increase in adoption & engagement across teams, resulting in 8% increase in YoY revenue uplift.
- Designed real-time reporting dashboards using Power BI and Tableau, presented actionable insights to stakeholders and senior leadership that led to 6% increase in client conversion in the following quarter.
- Automated the process of capturing usage of new web pages, set up alerts on page creation source, boosting usage by 30%
- Strategized & minimized AI interference, improved data accuracy and reduced AI-driven activity usage by 25%.
- Automated queries & streamlined validations, achieving 90% reduction in manual effort of backfilled data.
- Managed KPIs & performance metrics, ensuring 100% compliance with GDPR & data privacy regulations.
- Conducted in-depth usage analysis to identify optimization opportunities, steered 10% increase in user engagement and 7% increase in user confidence on usage.

#### Associate Product Manager - Usage Analytics

February 2022 - August 2022

- Improved product UX/UI, drove 6% increase in usage dashboards, and designed and documented the entire usage data visualization process, enriching stakeholder experience.
- Piloted product initiative from inception to launch, including training and demoing the new visualization tool-Heap, enhanced granular insights into usage data and achieved 70% stakeholder adoption of the tool.

#### Product Specialist & UAT Lead

March 2021 - February 2022

- Identified customer pain points and devised solutions to enhance performance by implementing product improvements resulting in a 2X improvement in capability and 1% increase in month-on-month revenue.
- Networked with product teams to gather requirements, developed SQL queries, and ran test cases, boosting confidence during product launches and increasing customer success by up to 12%.

#### Research Associate

June 2018 - February 2021

- Led process improvement initiatives, including Lean and cost-saving efforts, and played a key role in developing a ChatBot that reduced manual effort by 75%.
- Researched, updated, and validated datasets on S&P Global platform, consistently achieving 100% accuracy in data management.

## EDUCATION

### Purdue University, Daniels School of Business

West Lafayette, IN

Master of Science in Business Analytics and Information Management

May 2026

### Guru Gobind Singh Indraprastha University

Delhi, India

Master of Arts in Economics

September 2018

### Gargi College, University of Delhi

Delhi, India

Bachelor of Arts (Honors) in Economics

June 2016

## LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Tableau Data Analyst/Specialist Desktop Certification, Certified SAFe 5 Product Owner/Product Manager, Certified SAFe 5 Practitioner, Advanced SQL for Data Scientist, Enterprise Design Thinking Practitioner, AWS Cloud Practitioner.
- Received Extra Mile Award for Lean & Robotic Process Automation initiative at S&P Global.
- Secured 5th rank on Kaggle among 37 teams in Purdue University's Data Mining Competition.
- Prepared dissertation project on "Impact of Infrastructure on Indian GDP" using statistical and econometric modeling.