

# Harshika Prakash

+91 9680640090, harshika.prakash@gmail.com

---

## Summary

Strategic Digital Product Manager & Analyst with 3+ years of experience in AI/ML-driven products, digital analytics, and data-driven product optimization. Leading Foqal's AI Product (Product Analyst - Agent Model) and managing GA4 analytics, reporting, and feature performance for TMBI. Expertise in product strategy, GA4 implementation, A/B testing, and stakeholder collaboration to enhance business growth and efficiency.

---

## Work Experience

Aug 2024 - Present Associate Manager, Digital Product, Foqal Analytics

- Led a cross-functional team (7+) to deliver AI-driven analytics for publishing and consulting clients across markets.
- Spearheaded the AI-powered Agent Model, improving data-driven decisions and compliance for LLM-based solutions.
- Increased TMBI's Revenue Per Paying Visitor by 10% (\$1.09 → \$1.20) via high-engagement feature optimization.
- Managed GA4 tagging, reporting, and feature analysis, boosting feature adoption by 28% and user engagement by 20%.
- Automated data pipelines and analytics reporting, cutting manual work by 30% and enabling real-time insights for 4+ stakeholder groups.
- Drove stakeholder alignment across product, design, engineering, compliance, and analytics, expediting key feature delivery.
- Led product discovery and strategy sessions, driving measurable gains in feature adoption and engagement.
- Recognized for delivering automation projects that cut reporting errors by 20%.

Jul 2022 - Aug 2024 Product Analyst, HealthKart

- Led GA4 analytics migration and automation across portfolio (web and app) platforms, improving tracking accuracy to 99% and halving reporting time.
- Optimized search, reducing latency by 40% and boosting success by 18%.
- Automated event tracking, doubling release frequency.

Nov 2021 - May 2022 Business Analyst, Growth and Marketing, Park+

Gurgaon

- Analyzed user behavior and campaign data, driving a 22% increase in app engagement through targeted recommendations.
- Synthesized business and competitive insights, influencing 3 major product roadmap decisions.
- Automated data workflows with Python, reducing manual reporting time by 25% weekly.

---

## Education

2020 - 2021 PGP, Data Science, Great Learning

2016 - 2020 B.Tech (Computer Science), Global Institute of Technology

---

## Skills

MS Excel

Exploratory Data Analysis

event tracking

Problem Solving

product optimization

Stakeholder Management

LLMs

Leadership

A/B Testing

decision-making

Google Analytics

Python

SQL

presentations

Generative AI

Big Query