

# Naved Siddiqui

## Product Lead || Senior Business Analyst

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### SUMMARY

**Senior Business Analyst and a Product Lead with 10+ years of experience** of success delivering high-impact solutions in **E-commerce, Government Services, and Supply Chain Management**. Expert at bridging the gap between business strategy and technical execution by modernizing legacy workflows through **AI-driven product features, predictive ML models, and Robotic Process Automation (RPA)**. Adept at guiding cross-functional teams through the full SDLC, ensuring products are not only functional but intelligent and data-driven. Certified in **AI Enterprise Product Management**, with a proven track record of leveraging GenAI tools to accelerate **agile delivery, optimize product backlogs, and architect data-driven solutions**.

### WORK EXPERIENCE

#### TARENTO GROUP

##### Product Lead || Senior Business Analyst

April 2020 - Present

- **Diverse Project Experience:** Successfully managed projects across multiple sectors including e-commerce (e.g., Lulu Grocery), real estate (e.g., Property Guru, Singapore), government services (e.g., Facial Sludge Management for Odisha), and healthcare, demonstrating versatility in complex project environments.
- **Stakeholder Engagement:** Conducted comprehensive stakeholder sessions, extracting critical insights and translating them into actionable product strategies.
- **Agile & AI Productivity:** Leverage Generative AI productivity tools to accelerate requirement elicitation, automate initial draft user story creation, and optimize product backlogs, increasing agile sprint planning efficiency.
- **Agile Leadership:** Certified Scrum Master with advanced proficiency in Agile methodologies, expertly managing Scrum Ceremonies, sprint planning, and product backlog optimization. Excel at mitigating scope creep and actively contribute to User Acceptance Testing (UAT) activities, ensuring project success.
- **Process Automation:** Spearheaded the implementation of UiPath RPA solutions to automate complex User Acceptance Testing (UAT) workflows, reducing manual testing overhead by 30%.
- **Data-Driven Feature Design:** Facilitate cross-functional design thinking workshops (*using Figma*) to translate advanced data logic, predictive analytics, and business rules into intuitive, user-centric product interfaces.
- **Data Visualization & Tracking:** Developed interactive Power BI dashboards for real-time project monitoring, enabling data-driven decision-making and enhanced project transparency.
- **Design Thinking:** Actively engaged in the design thinking process, utilizing design software such as FIGMA and Adobe XD to create user-friendly projects and product interfaces.
- **Comprehensive Documentation:** Expertly crafted detailed project documents including SRS, BRD, PRD, ensuring clarity and precision in project execution.
- **Software Proficiency:** Hands-on experience with Microsoft Office tools, including Word, Presentation, Excel, Visio, and MS projects. Also, analytical tools like PowerBi and Looker Studio.

#### CEDCOSS Technologies Private Limited

##### Business Analyst

September 2017 - April 2020

Organization specializing in the E-commerce industry, Where I played a crucial part in the Magento Team as a Project and Product Coordinator.

- Collaborated with clients to understand recruitment needs and formulated project strategies and Plan.

- Provided client support for products, including in-person meetings for solution presentations and delivery product demos.
- Developed comprehensive project requirement documentation, including SRS, BRD, MOMs.
- Release / Sign-off documents, supported by wireframes when necessary.
- Manage Sprints Ceremonies and maintain a structured project/product backlog, for an efficient development process, using tools like JIRA or Azure DevOps.
- Aligned with project development to prevent scope creep and actively participated in User Acceptance Testing (UAT) activity.
- Managed a Daily Report covering Client Management, Project Management, GAP Analysis, and Revenue Management.
- Conduct Competitor Analysis and Product Analysis.

## **Sensation Software Solutions Pvt. Ltd.**

### **Business Analyst**

**February 2017 - September 2017**

Played a pivotal role in the Software Development Life Cycle (SDLC), including requirement gathering and analysis, ensuring a clear understanding of client needs.

- Managed and documented Business Requirement Documentation (BRD), securing signoffs, and User Acceptance Testing (UAT).
- Acted as an effective liaison between Stakeholder and Internal team members for facilitating seamless communication.
- Prepared Process Flow Diagrams and Wireframes using tools like MS-Visio and Balsamiq and Figma.
- Collaborated with the business development team, aiding in proposal writing and supporting them in achieving sales targets.
- Involved in pre-sales, by creating comprehensive proposals and feature listings for clients' requirements.

## **Contact Tech Solution**

### **Jr Marketing Executive**

**May 2014 – February 2015**

Play Along KBC (Kaun Banega Crorepati) (May 2014 – November 2014): Managed project for Reliance Communication Ltd, which oversaw implementation and Operation. NPCI (January 2014): Banking project using USSD codes for customer transaction.

Oversaw operations, daily MIS revenue tracking, and telecom channel promotional activities for high-volume consumer campaigns, including Reliance Communication projects.

- Migration and implementation of GUI in operations.
- Daily MIS revenue trend tracking report generation for USSD Services.
- Participation in promotional and marketing activities through various Telecom Channels.
- Coordination with support and technical team for technical and promotional tasks.
- Competitor analysis to stay updated on market trends and competitors' strategies.

## **EDUCATION**

### **Amity University**

B. Tech (Information Technology)

August 2007 - June 2011

### **Sri Balaji University (BITM), Pune**

Post Graduate Diploma in Management (Telecom and Information Technology)

July 2012 - April 2014

## **CERTIFICATES**

### **AI Enterprise Product Management**

Microsoft

### **Certified Scrum Master (CSM)**

Scrum Alliance

## Business Analysis Fundamental

Udemy

### PROJECTS

#### **Pandora (SCM): Global Supply Chain Modernization & Inventory Optimization**

**March 2026 - Present**

As a Business Analyst within the Inventory Information System (IIS) team at Pandora, I have the privilege of working on the supply chain backbones for the largest jewellery brand in the world. Managing global inventory at this scale is like solving a massive, moving data puzzle. When a piece of jewellery is crafted, sold, or moved between warehouses across different continents, the entire ecosystem needs to know about it in real-time.

I drive business analysis across three major global initiatives:

- **Unicorn Initiative:** Transitioning global store networks to modern, unified commerce and POS platforms.
- **HERO Initiative:** Enhancing global inventory visibility by defining core requirements for predictive, ML-driven smart planning tools that forecast regional demand trends, ensuring optimal warehouse stock allocation.
- **Gemini Initiative:** Powering seamless e-commerce and third-party logistics (3PL) integrations in critical expanding regions like Brazil.

I involve in bridging the gap between our technical architects and global business teams mapping out data flows, identifying edge cases, and transforming operational store needs into clear software requirements.

#### **Cellmark Recycling Order (SCM)**

**November 2023 - February 2025**

This is an Order Management System (OMS), ERP system with the Custom organized warehouse and Inventory management system integrated to it, that is been developed and subsequently integrated into the IFS Accounting system.

#### **HCM – Health Campaign Management for Mozambique, Africa**

**February 2023 - October 2023**

DIGIT is an open-source platform to enhance global public health capabilities. Its objective is to alleviate diseases of poverty by offering digital tools for health campaigns and disease surveillance. The platform provides flexibility and configuration in planning, managing, and executing health campaigns, ensuring meticulous monitoring, evaluation, and gap identification for program success.

#### **Faecal Sludge Management System - Odisha Government**

**January 2022 - December 2022**

FSM is a project by the Govt of Odisha, to digitize the process of sludge management (Sludge Collected / Sludge Treatment). Where the complete official manual process of the government was taken into digital flow and revamped according to the DIGIT Platform.

#### **Arcade Therapeutics - StarStarter Rx's**

**January 2021 - December 2023**

<https://arcadetherapeutics.com/starstarter-rx-research>

Spearheaded the development of a cross-platform mental health solution, translating complex clinical workflows into a seamless digital user experience.

Defined the functional requirements for integrating predictive Machine Learning models with clinical screening tools (PHQ-2/GAD-2) to enable real-time mental health tracking.

Managed the backlog for **HIPAA compliance** and data privacy, ensuring secure data exchange within the insurance and provider ecosystem.

Performance Metrics: Successfully launched the MVP and iterated based on user feedback, resulting in a **78% engagement rate** and significantly enhancing patient outcomes through early detection protocols.

#### **Core Dining, Finland**

**January 2021 - October 2021**

This is a Restaurant Management System application that is used by the Manager and waiters. The application has a role- based access for (Admin and Manager) and a tablet application (Waiters).

## Unidors – Finland

January 2021 - March 2022

This was an eCommerce Mobile Application developed for the Finnish Swimming Federation which has the product range related to swimming.

## HNI: HON Basyx (Furniture Marketplace)

June 2020 - December 2020

This is a B2B e-commerce Marketplace. The solution is based on the Magento-2 commerce cloud. As a Business Analyst, I was responsible for analysing Requirements / Liaison with the team and the stakeholders / SCRUM Ceremonies / Resolve the blocker faced by the team / Doing proper regression testing before finally passing the task to the QA team of stakeholders.

## Lulu Hyper-local eCommerce Store (Lulu Groups)

May 2020 - October 2020

"Lulu Group" is the pioneer in the region with 'Hypermarket' and has innovated a prestigious portfolio of shopping malls. To facilitate the e-commerce business, we developed a mobile application in Flutter. The eCommerce Mobile Application for the Lulu store is enriched with the features of promotion, integration with gift cards and other additional functionality.

## Zeo Market – eCommerce Marketplace Store

October 2017 – April 2020

This is purely India's one of the best online retail websites offering a wide variety of unparalleled products including clothes, watches, toys, kitchen accessories, groceries, health and wellness products, and much more. The Ecommerce solution is with the feature of Integration of the Zeo Market Store with the different Giant Marketplaces Amazon and Walmart.

## SKILLS

### Product Strategy & Leadership

- Product Lifecycle Management (PLM)
- Roadmap Optimization
- Agile & Scrum Leadership  
*(Scrum, Kanban, Planning, Backlog, & Scrum Ceremonies)*
- AI Enterprise Product Management
- User Experience (UX) Strategy  
*(Design Thinking principles and tools like Figma/Adobe XD)*
- Stakeholder Management

### Business Analysis

- Requirement Elicitation
- Requirements Analysis
- Use Case Development
- Solution Assessment
- Documentation (BRD/PRD/FRD)

### Technical & Analytical

- Power BI Dashboard Development
- UiPath RPA
- Data Visualization
- GenAI - Productivity Tools  
*(Gemini/ChatGPT/Gamma/whimsical)*
- Process Flow Modeling
- Microsoft Office Suite
- JIRA / Azure DevOps
- GenAI – For POC activity  
*(Google Antigravity IDE)*

### Domain Expertise

- E-commerce
- Supply Chain Management
- Government Services
- Digital Transformation
- Healthcare

### Others

- Requirement Elicitation
- User Stories
- Wireframe (Balsamiq / Visio / Draw.io)
- Stakeholder Management
- Stakeholder Collaborating
- Solution Assessment & Validation
- Ownership
- Team Management
- Project Coordination
- Healthcare Regulations
- Use Cases
- Data Mapping
- UX (Adobe-XD / FIGMA)
- Effectively Communicating
- Data Analysis
- Data visualization tools (Excel, Power BI)
- Inventory Management
- Electronic Health Records (EHR)
- Healthcare Workflows
- Sales Proposal (RFP)

  
**LANGUAGE**

English  
Hindi