

Tarang Ovhal

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Core competences:-

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical skills:-

- Documentation Tools: MS Suite.
- Prototyping & Wire frames Tools: Axure, Balsamiq & Figma
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool: JIRA
- Reporting Tools: Power BI & Tableau.

Domain knowledge:- E-commerce .

Education:- PGDM – Marketing (2017) KJ SIMSR

Certificates:- Certified IT – Business Analyst IIBA [EEP]

Achievements:-

- **Co- convener:** Students Activity Forum committee at SIMSR (2015)
- **Convener:** Guitarist and lead singer MAUJ the official band of SIMSR (2015)
- **Founder member and President:** NGO “Paaul” (2014)
- **Students Head and Lead Organizer:** National level technical event “Tectrix”

Language:- English, Hindi, Marathi

Career objective:-

Results-driven Business Analyst with 7+ years of diverse experience spanning e-commerce, healthcare, telecom and consumer brands. Proven success in leading category expansion, new product development, and brand strategy projects at Flipkart and PiSolve using both Agile and Waterfall methodologies. Skilled in requirement gathering, market research, competitor benchmarking, and stakeholder management. Now seeking to leverage this cross-domain expertise in a dynamic IT or digital transformation role focused on data-driven decision-making and end-user value delivery.

Profile summary:-

- In-depth knowledge of SDLC in various phases (i.e waterfall & agile)
- Proficient in Waterfall Model: Gathered requirements using Elicitation Techniques and prepared BRD, FRD, SRS prepared RACI Matrix, BCD, created UML Diagrams and Prototypes and requirements tracking through RTM well versed with UAT handling Change Request.
- Expert in Agile Scrum: Creation of user stories and Added Acceptance Criteria, BV & CP, Sprint & Product Backlogs conducted various Sprint Meetings; Sprint & Product Burndown charts ensured DOR and DOD checklist.
- Interacted and collaborated with CXOs and senior leadership from leading partner brands to drive strategic alignment, negotiate product roadmaps, and finalize go-to-market plans.

Work exp.

Company name:- PiSolve (May 2023 – Present)

Designation:- Freelancer

Project: NEA – Ayurvedic & Skincare Supplements Expansion (Agile)

Product Description: NEA, a leading online player in the medical supplies category, aimed to diversify its portfolio through new product development (NPD) in Ayurvedic and skincare supplements. I conducted in-depth market research to identify category gaps and emerging demand trends, supported by competitor benchmarking and whitespace analysis. Studied regulatory frameworks and government policies (e.g., AYUSH guidelines, FSSAI norms) to ensure compliant product launches. Based on insights, I contributed to the successful rollout of 40+ SKUs across immunity, digestion, sleep, and derma-care verticals — enhancing category depth and driving brand leadership in Tier 1 and Tier 2 markets.

Responsibilities

- Participated in discovery sprints to gather stakeholder inputs and market insights for diversifying NEA's product portfolio (12Cr) in Ayurvedic and skincare supplements.
- Created epics and user stories based on competitor benchmarking, gap analysis, and whitespace identification across Tier 1 and Tier 2 consumer segments.
- Collaborated with cross-functional teams in sprint planning sessions to prioritize SKUs based on feasibility, regulatory alignment, and market demand.
- Supported sprint reviews and backlog grooming by continuously refining product scope, enabling the successful launch of 40+ new SKUs under fast-moving consumer health categories.

Company name:- PiSolve

Designation:- Freelancer

Project :- EUME Brand Strategy (Business Research & Expansion) (Waterfall)

Project description:-Conducted enterprise analysis and SWOT assessment for EUME to evaluate its brand position and market penetration. Benchmarked competition across pricing, design, and customer segments, identifying that EUME primarily appealed to Tier 1 customers. Recommended and supported the launch of a new sub-brand, FENDO, to effectively target Tier 2 and Tier 3 markets through differentiated pricing and value proposition

Responsibilities

- Gathered and synthesized business inputs through stakeholder interviews and market surveys to assess EUME's brand reach and customer segmentation.
- Conducted competitive analysis and benchmarking to identify positioning gaps across Tier 2 and Tier 3 consumer segments.
- Defined epics and user stories capturing the need for a value-driven product line targeting underserved markets.
- Proposed the launch of FENDO (4.3Cr) as a strategic sub-brand and collaborated with cross-functional teams to shape its MVP and pricing model.

Company name:- Flipkart (Sept 2019 – March 2023)

Designation:- Asst. Brand Manager

Project:- AC Pvt. Lable |Agile|

Project description:- As Assistant Brand Manager at Flipkart, I led the end-to-end planning and execution of private label brands like Realme, MarQ, and Motorola, Nokia & Sansui. My responsibilities included achieving the AOP of ₹210 Cr (AC), launching new products through NPD, managing event-based demand planning, and ensuring stock availability across FCs. I collaborated with Category, sourcing, legal, catalog, aftersales, and finance teams to optimize pricing, drive ratings/reviews, and execute brand communication effectively.

Responsibilities

- Collaborated cross-functional teams to gather and refine requirements, converting them into user stories and epics for the NPD.
- Participated in sprint planning, backlog grooming, and daily stand-ups to manage the go-to-market execution of Realme and MarQ 7.5kg 5-Star washing machines, driving 35% of sales in the 38% SATL segment.
- Defined acceptance criteria, MVP scope, and ensured alignment with the Definition of Done (DoD) across catalogue, pricing, supply chain, and creative teams of AC category to gain an AOP (210 Cr.) aligned with a +ve 3% CM,
- Leveraged tools like Omniture, Theia, and Helium10 for data analysis, conversion optimization, and real-time visibility into product performance and to Plan an AOP of 300 Cr for the FY 23-24.
- Used Vendor Hub, FDP, Hermes, SUV, Avenger to coordinate vendor readiness, listing accuracy, and performance dashboards.

Company name:- Flipkart:

Designation:- Asst. Category Manager

Project:- Furniture Category Growth & Expansion

Product Description:

Led the structured growth of Flipkart's online furniture category with a focus on metal, plastic, kids, and outdoor furniture segments. Collaborated with catalog, sourcing, and pricing teams to streamline vendor onboarding, optimize SLA, and enhance search and discovery metrics. Conducted competitive benchmarking, vendor analysis, and regional demand forecasting to guide assortment planning. Used internal tools like Theia, Hermas, and Vendor Hub to monitor vendor performance, stock health, and event-based DP planning. Successfully launched new sub-categories and improved seller NPS through process interventions, contributing to increased category GMV and customer satisfaction.

Responsibilities:

- Conducted requirement gathering sessions with internal stakeholders and 20+ new vendors to define onboarding scope, catalog needs, and SLA expectations.
- Developed process flow diagrams, vendor SOPs, and selection guidelines to support a structured rollout across the Metal, Plastic, and Kids furniture verticals.
- Created BRDs and implementation trackers for cross-functional teams to coordinate timelines, SDS score improvements, and seller training modules.
- Enabled 22% MoM growth by planning and executing feature rollouts in phases, focusing on pricing updates, RDP enhancements, and inventory planning.

- Facilitated Go/No-Go meetings and documentation reviews with vendor operations and legal teams to ensure compliance before SKU onboarding.
- Monitored category performance using Adobe Omniture, Theia, and internal dashboards; contributed insights into quarterly scope revisions and process refinements
- Created structured documentation including assortment plans, launch trackers, and regional demand forecasts to support decision-making and drive GMV growth.

Organization	Role	Duration
PiSolve	Freelancer	May 2023 to Present
Flipkart	Asst. Brand Manager	Sep 2019 to March 2023
UberEate	Consultant	Oct 2018 – May 2019
Lybrate	Ad. Sale Manager (Health Care)	June 2018 – Sept2018
Entrepreneur Media	Ad. Sale Manager	Aug2017 – May2018
