PURVITHA MURALIKRISHNAN

AI Product & Transformation Consultant

AI Product Strategy · AI Transformation · Business Process Transformation

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Professional Summary

Senior Business Analyst with 7+ years of experience across enterprise product delivery, business analysis, and digital transformation. Experienced in product discovery, user research, feature definition, roadmap planning, and translating business needs into implementation-ready requirements. Evaluates AI opportunities by considering business value, data availability, feasibility, and risk, and translates selected use cases into solution requirements and evaluation criteria. Brings a practical approach to stakeholder alignment, product metrics, testing, and cross-functional delivery.

Core Skills

AI Product & Strategy: Product Discovery, Product Strategy, Feature Definition, Feature Prioritization, Roadmap Planning, MVP Scoping, AI Use-Case Assessment, Feasibility Assessment, Business Impact Assessment, Value Realization

AI, Automation & Risk: Generative AI, LLMs, AI Agents, RAG, Rules-Based Automation, ML/GenAI Solution Selection, AI Solution Requirements, Evaluation Criteria, Performance Benchmarking, Guardrails, Risk Assessment, Human-in-the-Loop

Business Analysis & Product Delivery: Requirements Elicitation, BRD/FRD Documentation, User Stories, Acceptance Criteria (Given/When/Then), Stakeholder Workshops, User Research, Persona Development, Journey Mapping, Process Modeling, UAT, Requirements Traceability, Agile/Scrum, Cross-Functional Delivery

Business Process & Transformation: Business Process Analysis, As-Is/To-Be Process Design, Process Optimization, Process Automation, Digital Transformation, AI Transformation, P2P (Procure-to-Pay), O2C (Order-to-Cash)

Data, Analytics & Tools: SQL, Tableau, Power BI, Advanced Excel, KPI Frameworks, Product Metrics, Dashboard Development, ROI Analysis, Cost-Benefit Analysis, Claude, Gemini, Google AI Studio, NotebookLM, Microsoft 365 Copilot, n8n, Jira, Confluence

Professional Experience

Senior Business Analyst | Product Management | Accenture – *Bengaluru* **Nov 2021 – Present**

- Supported product growth for a workforce enablement platform that expanded from 1 to 4 enterprise clients in 12 months; established KPI frameworks covering adoption, program completion, and cost per user to inform leadership decisions.
- Conducted user interviews and field research with enterprise stakeholders to understand user needs, pain points, and barriers to adoption across learning, jobs, messaging, and engagement capabilities.
- Synthesized research findings into five user personas and journey maps, helping shape roadmap priorities for a platform serving 500+ users.
- Contributed to a 75% pilot-to-product conversion rate by using field research and stakeholder feedback to inform product priorities and the transition from pilot to broader product use.
- Identified product gaps and retention challenges, translating user feedback into new feature opportunities and enhancements across workforce platform modules.
- Prioritized product enhancements based on user needs, business value, feasibility, and implementation considerations; supported MVP scope, phased deliverables, and roadmap planning with business, design, product, and engineering stakeholders.
- Identified and prioritized AI and business process automation opportunities by assessing business value, data availability, feasibility, and implementation considerations; evaluated rules-based automation, ML, GenAI, and AI agents, translating selected use cases into actionable product requirements.
- Defined AI solution requirements covering expected behaviors, inputs and outputs, business rules, edge cases, risks, guardrails, human review, and acceptance criteria to guide solution development.
- Established AI performance benchmarks and evaluation criteria for testers to assess solution outputs against expected business behavior and quality requirements.
- Translated product and business needs into BRDs/FRDs, user stories, acceptance criteria, process flows, UAT scenarios, and requirements traceability artifacts to support delivery and validation.
- Collaborated with designers to develop rough prototypes and solution flows, refining feature scope and user experience before engineering implementation.
- Built Tableau and Power BI dashboards tracking engagement, completion, conversion, and business KPIs to support product and leadership decisions.
- Used Claude and Microsoft Copilot to support research, analysis, requirements development, and rapid prototyping, reducing discovery-to-validation cycles by 40%.

Business Analyst | Solartis Technology – *Chennai* **May 2019 – Nov 2021**

- Delivered requirements engineering across three enterprise, compliance-driven technology projects, translating business rules and

stakeholder needs into BRDs, FRDs, and implementation-ready specifications.

- Conducted requirements elicitation and stakeholder discussions to understand current-state processes, identify gaps, and clarify functional and non-functional requirements for enterprise platforms.
- Collaborated with enterprise stakeholders and a 15-member cross-functional team across business, development, testing, and delivery to clarify requirements and support implementation.
- Developed UAT scenarios and maintained requirements traceability, supporting 95%+ test coverage and zero production rollbacks across mission-critical platform go-lives.

Selected AI & Product Projects

Multi-Agent Workflow | CrewAI | Gemini

- Built a multi-agent content workflow with Researcher, Writer, and Editor roles to explore task decomposition, agent coordination, and LLM-powered workflow execution.

Retrieval-Augmented Generation (RAG)

- Developed a RAG application demonstrating document retrieval, contextual grounding, and knowledge-base-based response generation.

AI Workflow Automation | n8n

- Created an AI-enabled workflow connecting process steps to automate selected research or analysis tasks using workflow orchestration and LLM capabilities.

Education

Executive MBA – Symbiosis Institute of Business Management, Bengaluru 2023–2025
B.E. Electrical & Electronics Engineering – Anna University 2015–2019

Certifications

Business Analytics Nanodegree – Udacity · Startup School: Prompt to Prototype – Google for Startups
Claude 101 – Anthropic Academy · AI Fluency: Framework & Foundations – Anthropic Academy · Certified Scrum Product Owner (CSPO) – Scrum Alliance

Languages

English (Fluent) · German (Beginner)