Kevin Tran

Product Analyst

Product analyst with 4 years in software, now measuring feature adoption and retention for a project management app with 900,000 monthly users. Designs A/B tests, runs SQL and Python data analysis on event data and works with product managers in Jira to turn findings into roadmap decisions. Presents results in plain language to engineers and executives.

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EXPERIENCE

Product Analyst

02/2024 - Present

Cascade Workflow Software — Seattle, WA

Project management app with 900,000 monthly active users.

- Analyze product event data in SQL to track feature adoption, activation and 90-day retention for 4 product squads.
- Design 18 A/B tests a year with product managers, including an onboarding flow that lifted activation by 11%.
- Build a weekly product health deck in PowerPoint covering 12 KPIs for the VP of product and squad leads.
- Write business analysis briefs and Jira tickets that turned 9 findings into shipped roadmap changes in 2025.

Business Analyst

06/2022 - 01/2024

Rainier Event Ticketing — Tacoma, WA

Online ticketing platform for 1,500 local venues.

- Gathered requirements from venue operators and wrote 40 user stories for the checkout and refund features.
- Queried order data in SQL and Excel to size a booking fee change that added $600K in yearly revenue.
- Mapped the refund process with support and finance, cutting average refund time from 10 days to 4.
- Created Python scripts to clean weekly sales exports, removing 3 hours of manual work from each report.

SKILLS

SQL
Python
Excel
A/B Testing
Product Analytics
Business Analysis
Jira
PowerPoint
Data Analysis
Communication Skills

EDUCATION

Bachelor of Science

05/2022

University of Washington

Seattle, WA

Informatics