

Insha Mustafa

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SUMMARY

Technical, product-oriented Business Analyst with expertise in translating user needs into agile requirements, backlog priorities, UAT plans, and releases. Proven partner to business, engineering, vendor, & credit risk stakeholders. Experienced in building RAG & agentic AI workflows to turn complex user problems into actionable product insights.

EDUCATION

National Institute of Technology, Rourkela <i>Bachelor of Technology - Computer Science and Engineering; GPA: 8.7</i>	Odisha, India <i>Nov 2020 - April 2024</i>
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EXPERIENCE

Shell <i>Associate Business Analyst</i>	Bangalore, India <i>Aug 2024 – Present</i>
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- **DEEP:** Led 0-1 product development of an **LLM-workflow** tool translating BRDs & Technical Design Documents into Azure DevOps work items, reducing manual sprint planning overhead. Architected system reliability & safety guardrails by defining prompt-injection test suites, optimizing system prompts to handle query timeouts & reduce query **latency by 45%**, & tracking acceptance rates, achieving **85% direct ADO upload** without manual rewriting.
- **Global Credit Solution (GCS):** Led product execution & release readiness for GCS Wave 2, aligning cross-functional stakeholders across business, vendors, & engineering on complex data mapping to successfully validate **75+ critical requirements**, ensure **90% UAT pass-rate**, & de-risk deployment on schedule.
- **Energy Credit SQL Upgrade:** Led end-to-end UAT across **4 business functions**—Trade Finance, Margining, Underwriting, & CUDO—translating business requirements into **50+ test cases**; prioritized defect resolution & secured business sign-offs for a platform upgrade supporting credit-risk reporting.
- **KOMGO Project:** Served as interim **Project Manager** during critical delivery phases, coordinating data migration, user-access planning, support-model design, & APAC onboarding, required to modernize trade finance workflows & improve operational visibility; enabled an estimated **\$57K in annual operational savings**.

SAP Labs <i>Software Development Engineer Intern</i>	Bangalore, India <i>May 2023 – July 2023</i>
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- Developed **PURPOSE**, a full-stack CSR mentorship platform using React & Firebase, implementing Hungarian algorithm-based mentor-mentee matching to reduce manual intervention by 90%.
- Delivered a production-ready solution supporting 300+ users with scalable & accessible design principles.

PROJECTS

Customer Feedback Intelligence Assistant:

- Prototyped an AI workflow synthesizing **550** App Store & Play Store feedback for product and support teams.
- Designed a natural-language discovery tool that clusters pain points, surfaces feature requests, & generates Jira-ready tickets.

VerityLoop:

- Developing a governed market-intelligence platform with two workflows: helping founders discover & prioritize opportunities without an existing roadmap, & helping product teams assess how market changes should influence strategy, roadmaps, & delivery.
- Designed decision briefs & a human-in-the-loop workflow that converts validated insights into optional PRDs & engineering-reviewed ticket drafts.

RESEARCH PUBLICATIONS

IoT-based Heart Health Monitoring System (IEEE, 2024): Developed an IoT & ML-based cardiovascular monitoring system using Arduino UNO, MQTT, AES-256 encryption, & Python Tkinter for secure real-time monitoring & alerts.

SKILLS

Product: Problem Discovery, User Research, Product Requirements, Success Metrics, Prioritization frameworks, Product Analytics, Roadmap & Backlog Management, Stakeholder Alignment, UAT, & Release Readiness
Technical: Generative AI, RAG, Prompt Engineering, Model Evaluation, AI Safety & Guardrails, Workflow Automation, SQL, Python, Power BI, Azure DevOps, Git, Claude Code, Codex

AWARDS AND RECOGNITIONS

- **2nd Runner-Up, Trash to Treasure Ideation Hackathon (2023):** Pitched an AI-enabled e-waste disposal solution to a panel of Central Pollution Control Board members.
- **Best Paper Presenter, C2I6 Conference (2024):** Presented the IoT- and ML-based heart-health monitoring system paper at the IEEE Bangalore Section-associated conference.