

Executive summary:

A data-driven Product Manager who has a proven track record of boosting revenue with 9 years of experience. Experienced in tools like LLM, Midjourney, Stable diffusion, JIRA, Mixpanel, Google Analytics, A/B or multi variate testing. On the business front corporate finance and Pricing strategy are my forte. Led the cross-functional teams in B2B, SaaS, B2C, marketing, sales, and service. Developed and demonstrated go-to-market strategies, digital strategies, and product roadmaps. Successful KPIs include raising engagement levels, enhancing client satisfaction, and generating revenue through efficient tactics.

Education & PGP certification

Certified Scrum Product Owner , PMI	2023
MBA Essentials , London school of economics	2022 to 2023
PGP Product Management and data science , Great learning	2022 to 2023
Bachelor of technology , National Institute of Technology, Karnataka	2010 to 2014

Areas of Interest

Mixpanel, SaaS products, AI products Product Roadmaps, Product strategy, Product Metrics and KPIs, Feature Prioritization, Voice of Customer, Design Thinking, User Journey maps, User experience, corporate strategy, value captured vs creation, financial statement analysis.

WORK & LEADERSHIP EXPERIENCE**Prokurer, Noida India****March 2023 – June 2023****General Manager (Product),**

- Heading a product development of B2B SaaS leading cross functional teams of 50+ across the country – helping startup to grow from seed to scale stage, reporting directly to the founder.
- Creating and Executing Product roadmaps, Digital Strategy & Go to Market strategy for SaaS Products.
- AI guided recommendation system that enables the end user to see the product catalogue as per their budget and last purchases.
- Worked on LLM and trained Chat Gpt that ingest large data and produced the plugins that produces images of the designed packaging box based on the dimensions.

Physics Wallah, Noida India**June 2022 – March 2023****Project Manager (Product Analytics, Product Marketing, User Experience)**

- Led a team of 23 people created Retargeting strategy and funneling the users back to the app through demand generation of the content and generated the revenue of 40 crores.
- Executed more than 30 email and push notification campaigns that caused 23% increase from MQL to SQL.
- Conducted A/B testing to analyze and optimize the campaign finally achieving 37% direct conversion averaging over 30 campaigns with CTR 22% and average open time 3 minutes.
- Used Google analytics performing cohort analysis identifying the pain points and incorporated the findings in creating Teacher's app for smooth functioning of class and improved the CSAT by 30%.
- Sentiment analyses of 1.3 million students in order to become more student centric then incorporated the findings using A/B testing which increased engagement on app by 4 minutes per user.
- Improved User journey by creating new flow for the payments that led to jump of 5x increase in cart value and led to 62% successful transaction from 37% successful transactions in 5 weeks.
- Predictive analysis and delivered monthly analysis report regarding the content consumption, saturation and declination stage with 96% correct prediction.
- Worked directly with senior leadership researching and analyzing the competitive landscape for the Edtech market in UAE.
- Created Mental health program in JV with Anaya wellness and Physics wallah which created a personal connect between the students and company.

Oda class Yuanfudao (Bangalore)**July 2020 to May 2022****Product Growth Manager/ Founding member**

- Developed and executed A/B tests to optimize the pricing, resulting in a 15% increase in Revenue and 92% increase in sales volume.
- Heading a product development of B2C leading cross functional teams of 50+ helping startup to grow

from seed to scale stage, reporting directly to the Co-founder.

- Creating and Executing Product roadmaps, Digital Strategy & go to market acquisition strategy for SaaS Product for USA market, (Oda international school)
- Spearheading the Marketing Sales and Service for Digital Transformation Strategy—boosted annual sales by 2X
- Creating the product launch and marketing roadmap by multiple channel experience (physical or by creating a module for digital adoption)
- Improved the paid user retention from 40% to 58% by leading a sales team of 20 people.
- Led Product development with lean growth strategy of Agile methodology and build -measure – learn cycle hence reducing the cash burn of the company by 12%.
- Implemented the PIRATE metric framework AAARR and measured retention via cohort analysis month on month and averaging the churn rate to 35% from Activation to retention funnel.

Jio Embibe (Contract)

June 2020 to April 2022

Product Consultant

- Pricing the product using the psychology and willingness to pay the method used were Van Westendorp and Gabor granger.
- Analyzing the customer trend, creating product led strategy with feature prioritization related to content, therefore increasing the overall engagement by 8%.
- Conducted market research for new product, establishing the drivers of growth and adoption.
- Created marketing campaign for new products achieving 23%CTR and 12% conversion.

Byju's (Bangalore)

June 2017 to May 2020

Product Development

- Created Product launch road map for new products related to NEET exam category.
- Wrote 60+ user stories and 10+ PRD that conveys the business requirements into product requirements
- Applying the concepts of design thinking and user experience created 2 major features of mapping questions to concept which increased appusage by 2 minutes per user.
- By thoroughly conducting user research using hypothesis generated a school tie revenue stream of 2cr in 16 months.
- Implemented go to market strategy for the new product focusing on improving the DAU on the app.
- Responsible for Value proposition and creating lean business canvas for the new products or features

Bansal classes (Dehradun)

June 2014 to May 2017

Operations Manager

- Started with B2B sales and contracts with schools increasing the cash flow and reducing infrastructure cost by 25%, improving the profitability of the company.
- Created SLA between various schools and Bansal classes notable DPS , Doon school and Welham girl's school.
- Taught physics for IIT-JEE aspirants.

Certification and Training: Scrum master (PMI), Prompt engineer, Connected Strategies (Wharton), Strategic management (PMI), Corporate finance (NASBA),Pricing strategy (I.E business).