

# Ashish Gupta

## Product Manager



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## SUMMARY

- Multi-Dimensional Product Manager with a proven experience in managing product life cycle from Inception to Launch to maintain
- 7 years of experience in Product Management, Analytics and Leadership
- Experience using data and metrics to support assumptions and develop convincing business cases, ability to evolve product strategy based on research, data and industry trends
- Knowledge of multiple functional areas such as product management, engineering, UI/UX, consulting and customer support

## SKILLS

PRODUCT DESIGN

A/B TESTING

PRODUCT MANAGEMENT

LEADERSHIP

TABLEAU

PYTHON

MS EXCEL

FIGMA

GCP

MySQL

MACHINE LEARNING

JIRA

FEATURE PRIORTIZATION

## WORK EXPERIENCE

### Product Manager

MCUBE Financial Services(Gurgaon) *Jun'20 - Present*

- Lead product strategy and development of SaaS product, powered by AI & ML models
- Lead the ideation, technical development, and architectural framework for product launch on Google Cloud Platform(GCP).
- Owned Product deliverables – Meet project milestones, report progress and contribute to end to end feature's development of the product
- Planned and Hired the 1st technical team of the company for product building in a short span of time.
- Responsible for the roadmap of the public facing website and all UI/UX related decisions such as wireframes, user flows and user stories
- Responsible for Providing demos to external clients and internal stakeholders
- Prioritization of features based on impact and efforts, continuous monitoring of backlogs and maintaining Agile framework.
- Interpreted data to understand KPI failures and worked with cross functional teams to improve 6 efficiency matrices by an average of 20% MoM.

## ACHIEVEMENT

- Got an opportunity to present my work on face detection in the event organized by Tableau
- Within 1st year of joining in Mcube, I was promoted to Product Manager for my leadership, product management and technical skills

### Team Lead – Business Analyst

*Feb'19 – Jun'20*

Pinkerton(Gurgaon)

- Worked on the project directly with the CEO and Finance VP for getting all the finance reports and analysis live using Tableau making it more structured.
- Took an initiative to prepare customized OCR for automatic data extraction from different kinds of personal identification documents. This initiative was approved by the IT VP.
- Lead a team of analysts to prepare dashboards showing the cash inflow and outflow for all the countries helping them to analyse and track their growth.
- Defined and developed future revenue generation project in collaboration



## Data Analyst

*Jul'17 – Feb'19*

Zycus (Mumbai)

- Prepare and monitor performance reports using Tableau through deep dive analysis of metrics such as total volumes, cost of operations and application tracking on monthly basis
- Defined and derived the metrics for annual performance evaluation and objective
- Developed VBA Macros to automatically send the performance report to recruiters over Email.
- Automated the functional process using VBA Macros for timely and effective report generation which includes Userforms and Data Validation



## Associate Analyst

*Jun'15 – Jun'17*

IBM (Bangalore)

- Extracting data from various data warehouses and several related databases (db2, SQL) and performing multiple levels of processing on the accumulated information.
- Develop statistical models and Tableau Dashboards to forecast inventory and procurement cycles. Collaborated with clients directly for constant up-gradation & troubleshooting