Bhavya Bansal- Senior Product Manager

Austin, Texas | bhavya4995bansal@gmail.com|860-518-0082| H1B | LinkedIn | Perplexity Business AI Fellow 2025 | Open to Relocation

EXPERIENCE

Senior Product Manager, Generative AI | Credible | Austin, Texas | 10/2023 – Present

B2C/B2B Marketplace for personal finance products (400k+ MAU users, 100+ B2B Partners)

o Automated 100% of chat-based CS operations with a modular RAG system (ChatGPT API, Azure), boosting serviceability from <40% to ~100% and achieving $1.2M in annual savings by eliminating reliance on human agents.

o Led AI-powered user dashboard revamp, enabling AI-driven personalized recommendations, 'See Why' insights, and offer comparisons. Research showed ~38% user demand, unlocking additional $2M in revenue.

o Built the vision and strategy for an agentic-AI product integrating with existing solutions to gamify user retention and habit-building experiences, projected to drive a 200% vertical MRR increase within six months.

Senior Product Manager | JustAnswer | Austin, Texas | 01/2022 – 10/2023

B2C/B2B Marketplace for professional services (400k+ MAU users, all verticals, segments, geographies)

o Built the product strategy and roadmap for AI-powered platform (GPT-ification) by interviewing users, writing requirements, prioritizing, & aligning cross functional stakeholders. Boosted bottom-line margins by $2M MRR.

o Enhanced web-based user acquisition funnels and devised scalable messaging strategies and webhooks with GTM and creative partners, resulting in a 20% boost in user acquisition and retention. Used product-led strategies.

o Owned and optimized checkout experience leveraging design, pricing, copy, and user education elements to iteratively improve checkout conversion rate, accelerated checkout rate, and reduce chargeback rates.

Product Manager | Express Scripts | Hartford, Connecticut | 01/2021 – 12/2021

Internal B2B SaaS product- AI Chatbot for Case Management

o Transformed manual incident management platform into a chatbot by leveraging ML (NLP, Topic Modeling) to improve time to resolution and achieved a higher accuracy (88%) in identifying and correctly navigating top priority incidents to correct teams working with Data Scientists and ML Engineers.

o Skyrocketed engagement by 43% by suggesting a change in user journey using customer feedback to identify pain points.

Product Manager | Udaan | Bangalore KA, India | 03/2019 – 12/2020

India's largest B2B E-Commerce Platform (4.5M monthly transactions, 1.7M retailers, 900+ cities)

o Led 0 to 1 development of a new B2B/B2C SaaS Return & Inventory Management Software & API for 500k+ vendors to facilitate effortless commerce amid the changing financial reporting and tax requirements for e-commerce in India. Contributed ~$10M to annual revenue in the first 12 months partnering in a fast-paced agile setup.

o Achieved ~$200k monthly reduction in return payables by applying AI/ML models to optimize trust and reduce bad actor activity at scale. Productized the feature in collaboration with Data Engineering, ML-Ops, Software Development.

Analytics Consultant | Axtria | Gurugram NCR, India | 07/2017 – 03/2019

o Improved average rep sales by 13% by building Linear Programming models for HCP targeting & segmentation, aiding pharmaceutical reps to get equal opportunities for sales. Reduced their travel time by 9% by optimizing ZIP territories.

EDUCATION

MS in Business Analytics & Data Science | University of Connecticut | 01/2021 – 12/2021 | 3.92
BE in Control Engineering | Netaji Subhas Institute of Technology | 08/2013 – 07/2017 | 3.70

SKILLS

Product: Product Vision & Strategy, Roadmap Development, Product Design & UX (Figma), Go-To-Market (GTM), Product Discovery & Research, Product-Led Growth (PLG), Metrics & OKR Ownership

AI & Data: Generative AI (GenAI), Machine Learning (ML), Retrieval-Augmented Generation (RAG), Chatbots, Recommendation Systems, LLM Ops, Responsible & Ethical AI, A/B Testing, Experimentation Platforms (Optimizely, Statsig), Causal Inference, Product Analytics, Data Visualization (Tableau, Power BI), SQL, REST APIs, NLP, Data Modeling, API Platforms