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Top Skills

Machine Learning Models
Marketing Strategy Development
User Experience Optimization

Certifications

Data Analysis

Prachi Agrawal

Product Manager @ Samsung | Product-Led Growth Expert | B2C SaaS, CRM & Loyalty | AI & Analytics Enthusiast
Bengaluru, Karnataka, India

Summary

I'm a Product Manager with 4+ yrs of experience who thrives at the intersection of technology, data, and user-centric innovation. Currently at Samsung, I lead the enterprise analytics platform serving 76 global subsidiaries, where I've built AI-powered solutions that generated \$11M in additional revenue and reduced operational inefficiencies by 36%. From developing predictive ML models to creating GenAI assistants that automate complex workflows, I'm passionate about transforming data into actionable insights that drive business growth.

What drives me:

- Product-led growth: I've designed and scaled products that reduced churn by 3%, increased conversion rates by 30%, and drove subscription revenue up by 14%
- Data-driven decision making: Whether it's A/B testing, user research, or building analytics frameworks, I believe the best products are built on insights, not assumptions
- Cross-functional leadership: I love collaborating with engineering, design, marketing, and data science teams to bring ambitious visions to life

Before Samsung, I spent time at Thrive Now building a B2C CRM and marketing suite for restaurant partners, and at KitaBeli where I scaled referral programs and optimized onboarding flows that kept CAC below \$1.

My background in Electrical Engineering from NIT Surat gave me the technical foundation to work comfortably with SQL, Python, ML models, and complex data systems but what really excites me is understanding users deeply and building products they love.

Outside work, I'm always exploring the latest in AI tools, building side projects (recently launched a gamified English learning app!), and engaging with tech communities to share insights and learn from others.

Let's connect if you're interested in discussing product strategy, AI/ML applications, or just want to chat about what's next in tech innovation!

Experience

Samsung R&D Institute India - Bangalore

Product Manager

May 2024 - Present (1 year 6 months)

Bengaluru, Karnataka, India

- Led development of a predictive purchase propensity model that optimized campaign targeting, generating \$11M in additional revenue across the UK market.
- Managed an enterprise analytics platform across 76 subsidiaries in APAC, EMEA, and the Americas, leading a team of 10 analysts and 3 data scientists, supporting 100+ users.
- Delivered Smart Query & Schema Assistant, reducing turnaround time by 36%, saving 80+ man-hours monthly, and increasing user satisfaction by 17%.
- Developed a GenAI text-to-SQL assistant by defining requirements and prioritizing features with engineering teams and achieved 70% accuracy.
- Improved NPS by 5% and reduced churn by 3% in 6 months by identifying product barriers and building a real-time NPS alerting system.
- Optimized supply chain efficiency by deploying an ML-based stock-out prevention model across 29 subsidiaries, reducing potential revenue loss by 2%.

Thrive Now

Product Manager

July 2023 - April 2024 (10 months)

- Led the product roadmap and lifecycle for a B2C CRM platform, serving 2,000 restaurant owners.
- Designed and executed A/B experiments on campaign calendar and loyalty modules using Growthbook, resulting in 27% more campaign setups, 15% higher loyalty enrollments, and a 14% increase in subscription revenue.

- Implemented upselling features on the Direct Ordering Platform, boosting average order value by 13%.
- Conducted 30+ customer interviews to identify pain points and drive feature innovation for the CRM platform.

KitaBeli

Associate Product Manager

October 2021 - July 2023 (1 year 10 months)

Jakarta, Indonesia

- Drove 30% new user growth with CAC under \$1 by defining product requirements and launching a referral program using A/B testing and GTM strategies.
- Increased consumer app sign-ups by 30% by redesigning the onboarding flow, simplifying the sign-up process, improving UI, and integrating auto-fill mobile number and OTP.
- Saved \$430K by identifying and correcting attribution discrepancies, ensuring accurate performance metrics.
- Generated \$358K in monthly savings and boosted engagement for 10K+ partners by implementing an automated training platform.

BitClass

Analyst

August 2021 - October 2021 (3 months)

Bengaluru, Karnataka, India

- Developed SQL-based dashboards that tracked daily registrations for free and paid workshops across music, dance, art, and cooking categories, enhancing visibility into course performance metrics.
- Analyzed attendance trends to identify key engagement opportunities that improved student retention rates by 15%, ensuring a more effective learning experience across multiple categories.
- Assessed free-to-paid conversion rates by category to provide actionable insights into teacher performance and course effectiveness, contributing to a 20% increase in overall conversions.
- Collaborated with cross-functional teams to implement data-driven strategies that enhanced user engagement and course offerings based on real-time feedback from students.

Vahan Inc.

Data Analyst

March 2021 - June 2021 (4 months)

Bengaluru, Karnataka, India

- Analyzed organizational workflows using SQL and Python to pinpoint inefficiencies, leading to a 30% improvement in process efficiency across key business operations within just three months.
- Developed interactive dashboards that visualized performance metrics, enabling stakeholders to make informed decisions quickly and enhancing overall team productivity by 25% during the analysis period.
- * Collaborated with cross-functional teams to standardize key metric definitions, ensuring data consistency that improved reporting accuracy by 40%, significantly reducing discrepancies in data interpretation.
- Supported the data team in identifying and resolving discrepancies in datasets, which led to a 20% increase in the reliability of reports generated for strategic decision-making.

Zoho Corporation

Machine Learning Intern

October 2020 - December 2020 (3 months)

IIT Roorkee

Summer Internship

May 2019 - July 2019 (3 months)

DRISHTI-A Revolutionary Concept

Member

April 2018 - February 2019 (11 months)

Education

National Institute of Technology Surat

Bachelor's degree, Electrical Engineering · (July 2017 - June 2021)