

Maltesh Kumar P

Product Analyst & Growth at FamPay

Entrepreneur, fascinated about building & implementing effective data driven strategies ensuring positive growth

Experience

Product/Growth Team

FamPay

10/2020 - 04/2021 Bangalore, IN

- Work with stakeholders to develop, document, validate business requirements, features, metrics
- Documentation & delegation of CTA's across different teams resulting in 2x growth MoM
- Building dashboards across Mixpanel & Metabase for identifying and understanding user cohorts
- Behavioural insights for the segmented customer base to build a robust user acquisition funnel
- Improving UI/UX and targeted engagement through Primary Customer Research
- In charge of school partnerships in annual flagship event FamJam 2.0 driving 2.5k registrations

Co-Founder

JustGrab

11/2019 - 8/2020 Bangalore, IN

- JustGrab serves the purpose of providing a compelling Pre-food ordering experience for those who don't wish to wait in a queue.
- 500+ organic downloads within a month
- Own end to end structure in building this startup in the segment of Product Design, Technology & Customer Success

Data Science Intern

Purpos.ai

8/2019 - 6/2020 Bangalore, IN

- Purpos is a sports tech startup & finalist at Nasscom Design4India 2019.
- Performed data analysis, built & deployed ML model onto AWS as an API using Flask.
- Research, ideation and devise strategies to overcome bottleneck resulting in quick onboarding across 2000 students from 25 different sports academies.



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Tech Stack

- MS Excel
- Tableau
- Mixpanel
- Metabase
- WebEngage
- MySQL
- Python 3
- MongoDB
- Amazon Web Services
- Tensorflow 2.0
- RestAPI - Flask
- Freshdesk - Freshchat

Skills

- Entrepreneurship
- Problem Solving
- Growth Hacking
- Product Development
- Adaptive Learning
- Customer Success

Achievements/Certifications

- Infosys Certified Software Programmer
- Top 20 at Hackathon by Honeywell
- Active member at E-Cell JSS-ATE B
- Tensorflow 2.0 by Lazy Programmer Inc
- Flutter Course by LearnCodeOnline.in

Education

B.E in Information Science Engg

JSS-ATE Bangalore, IN

2016-2020 SGPA - 7.3

Pre-University in Science

Christ Junior College, Bangalore, IN

2014-2016 SGPA - 9.4

Links



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