

YOGESH PATI

Product Manager

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PRODUCT & MANAGEMENT SKILLS

Product Management: Product Vision, Product Perspective, Existing Product Line, Define Project Requirements, Refine User Stories, User Stories, Product Roadmap
UX and Design: UX, UX Team, UX Design Principles, Interaction Design, Product Documentation, User Research, User Research Methodologies
Agile and Delivery: Agile, Agile Methodologies, Prioritise Delivery, Product Backlog, Establish Acceptance Criteria, Sprint Demo Sessions, Product Owner, Scrum, PRD, UI/UX Design, Continuous Product Improvement, Strategic Direction
Additional Skills: New Features, Contract Management Applications, Product Management Practices, Sales, Research
Business Strategy: Business Strategy, Stakeholder Management, Team Leadership, Training, B2C, Cross-Functional Teams, Requirements Gathering
Soft Skills: Strong Communication, Problem-Solving, Adaptability, Team Collaboration, Critical Thinking
Innovation: Driving Innovation, Defining Product Vision

TECHNICAL SKILLS

- **AI Tools:** ChatGPT, Copilot, DALL-E
- **Programming & Development:** Python, Dart, Flutter, Android Studio, MySQL
- **Data Analytics & Visualisation:** Excel, Tableau, Power BI, Machine Learning
- **Project Management & Collaboration Tools:** JIRA, Twilio, CRM Applications, SaaS
- **Design Tools:** Figma, Canva

CERTIFICATIONS

- **Master Product Management (BYOP)** - FutureVersity School
- **Agile Scrum Master Certification** - Udemy
- **Google Analytics** - Google Analytics Academy

PROFESSIONAL SUMMARY

Product Manager & Data Analyst with 6+ years in product strategy and development, integrating data science with strategic management to drive growth. Skilled in Agile methodologies and product lifecycle management, I deliver scalable, customer-centered solutions. Holding a PGDM in Marketing and Operations and an Executive PG in Data Science, I align technical and business needs to achieve measurable, data-informed results.

PROFESSIONAL EXPERIENCE

Product Consultant Feb '22 - Present
EduVoyage Solutions Hyderabad, IN

- **Led EduVoyage Solutions end-to-end**, from ideation and market research to launch, using Scrum, establishing it as a competitive consultancy in Hyderabad.
- **Drove cross-functional leadership** in product development, optimisation, marketing, and sales, fostering collaboration and adaptability with Scrum principles.
- **Built key stakeholder relationships** and strategic partnerships through regular feedback and alignment sessions, securing alliances with upGrad, Texas Reviews, and others.
- **Developed the EduVoyage website** in Flutter, completing it in 113 days (ahead of schedule) using two-week sprints and daily stand-ups, deploying on Firebase with GCP integration for cost optimisation.
- **Conducted data analysis** to refine high-impact features for the Course Recommendation quiz using MoSCoW prioritisation and iterative testing to optimise the ML model for personalised suggestions.
- **Led lead generation efforts** across channels, adjusting partnerships and strategies for optimal lead sources through feedback-driven improvements in digital marketing and BTL activities.
- **Enhanced lead conversion rates** through data analysis and iterative improvements, reducing CAC and increasing revenue by optimising lead quality and engagement with channel partners.

Business Development Manager Mar '18 - Oct '21
BYJU'S (Think & Learn Pvt. Ltd.) Pune, IN

- Drove sales revenue uplift in Raipur by launching targeted customer loyalty programs in Maharashtra and Chhattisgarh, resulting in a **doubling of revenue**
- Led a team of **45-60 BDTs** and **20-25 BDAs**, focusing on **hands-on, workshop-based training** to enhance performance, achieving a **30% productivity increase** in a **high-pressure environment**.

PROJECTS

Build Your Own Product (BYOP) Jul '24 - Present
FuSSION CRM

- **Pioneered the FuSSION CRM app** for MSMEs, using AI insights to enhance functionality and user experience. Developed with Flutter, Dart, and Scrum for iterative feedback.
- **Conducted market research** to define unique selling propositions (USPs) and crafted a strategic roadmap guided by AI analytics.
- **Authored PRD and BRD**, prioritized features using AI-enhanced Gantt charts, and implemented AI-driven analytics dashboards. The project is currently in development, with ongoing user-driven refinements.

EDUCATION

Executive PG Program in Data Science Jan '23 - Apr '24
IIIT Bangalore
Kirloskar Institute of Management, Pune Apr '16 - Apr '18
Post Graduate Diploma in Management