

# YOGESH KUMAR PATI

## Product Manager

### PROFESSIONAL SUMMARY

Dynamic and results-driven professional with over 5 years of experience in product management, business development, and data analytics. Skilled in leading cross-functional teams, crafting data-driven product strategies, and product marketing. Proficient in leveraging tools like ChatGPT and data visualisation platforms to enhance product performance. Certified Agile Scrum Master with hands-on experience in agile methodologies, A/B testing, and UI/UX design. Passionate about creating innovative products that resonate with customers and drive business growth. Seeking a Product Manager role to contribute expertise to impactful product development.

### ACCOMPLISHMENTS

#### Developed FuSION CRM

Pioneered the creation of a CRM for MSMEs with AI-driven insights as a project during the Product Management course from FutureVersity. Responsibilities and contributions involved:

- Conducted market analysis, defined USP, and developed a strategic roadmap.
- Designed UI/UX using Canva; developed with HTML, CSS, and GitHub.
- Created customer personas and user stories; managed agile development in JIRA.
- Authored PRD and BRD; prioritised features using Gantt charts.
- Implemented analytics dashboards and conducted A/B testing.

#### Deployed Learn Smart Services Platform

Set up an educational consultancy in Hyderabad, focusing on student admissions and partner interactions. Key contributions included:

- Conducted market analysis and defined business objectives.
- Designed processes for student registration and consultations.
- Developed customer personas and managed the project using agile methodologies.
- Collaborated with partners and authored PRD and BRD documents.

### PROFESSIONAL EXPERIENCE

**Head of Product and Business Development** Feb '22 - Jun '24

**Learn Smart Services** Hyderabad, IN

- Cultivated key partnerships with upGrad and other institutes, resulting in expanded course offerings and a 40% increase in enrolments
- Developed an educational consultancy platform and implemented strategic growth plans.
- Enhanced lead management effectiveness through comprehensive data analysis, culminating in a 25% surge in conversion rates

**Business Development Manager** Mar '18 - Oct '21

**BYJU'S (Think & Learn Pvt. Ltd.)** Pune,IN

- Developed the Raipur market and growth roadmaps for Maharashtra and Chhattisgarh.
- Led a team of 45-60 BDTs and 20-25 BDAs, focusing on training and performance management.
- Utilised Python, Tableau, and Excel to analyse sales data, driving a 20% increase in revenue, while collaborating with product and marketing teams to enhance product offerings

### EDUCATION

**Executive PG Program in Data Science (Business Analytics)** Dec '22 - Apr '24

### CONTACT

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- YOGESH KUMAR PATI
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- Hyderabad

### KEY SKILLS

Product Developments, Product Vision, Product Backlog, Product Lifecycle, Feature Prioritisation, Writing User Stories Agile, Scrum, PRD, UI/UX, Business Strategy, Product Design  
Team Leadership, Training, Stakeholder Management  
ChatGPT, Excel, MySQL, Python  
Tableau, Power BI, JIRA, Twilio, CRM applications, Google Analytics, Canva

### Certifications

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

### PROJECTS

- Stock Analysis & Portfolio Management:** Conducted risk-return assessment and applied predictive modelling techniques.
- Customer Segmentation:** Built models for customer segmentation and churn prediction, providing insights for targeted marketing strategies.

### Hobbies & Interest

- Stock market trading
- Astrology and spirituality
- strategic games (chess, cards)
- Sports (table tennis, cricket, football)
- Gymming
- VR games

**IIIT Bangalore**

## Post Graduate Diploma in Management (Marketing)

May '16 - Mar '18

**Kirloskar Institute of Management, Pune**

## Bachelor of Business Administration

May '12 - May '15

**Bharathiar University**