



# Shubham Pandey

## Product Manager

An experienced professional with data driven approach performing in the ever changing, challenging and dynamic field of business giving his best with all the ability and sincerity to attain organizational and personal goals



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## WORK EXPERIENCE

### Microsoft Corporation (I) Pvt. Ltd. Product Manager (Growth - Web Direct)

12/2021 - Present

Bengaluru/Hyderabad

Microsoft is a multinational technology corporation which develops and markets software, services, and hardware to enhance value to people's lives

KRA

- Work as an **in-market PM (locally for India)** to build and scale the growth subscription charter for Microsoft Web Direct Modern Work Suite (M365, Teams & Security) in the SMB (consumer) segment of business through technology & digital transformation
- Responsible for driving growth & engagement in the core metric of Net Paid Seat Adds (**NPSA**) apart from secondary metrics of great customer experience and revenue for India. Growth of **17.72% (FY22)** and **24.05% (FY23)**
- Ran multiple A/B tests on the Web Direct (India page) to help advance **consideration** levels for M365 products to **4.73% (FY23)** against the WW growth of -6.22%. Most successful one - addition of CSS module resulting in **104% NCSA** achievement
- Reworked on in-prod communication channel, experience and language to achieve conversion rates of **5.52% and 2.08% (try and buy rates)** respectively against WW levels of 3.02% and 1.6%
- Worked on a company wide project - Mitigate drop in retention rates (**~30%**) due to new **RBI regulations**. Helped design and implement the new customer flow in the cart to accommodate for the extra step of 'tokenization' in the flow
- Leading a central level project of improving '**Geo Accuracy**' WW using Artificial Intelligence & Machine Learning (AI/ML). Leading this specifically because of India level data insights from initiatives, that improved GA from **80.31% (FY22) to 82.44% (FY23)**
- Working towards introducing more payment instruments (commerce systems) for Web Direct customers in India. Analyzed, presented to VP level executives the forecasted **customer adds growth of 22%** (drop-off presently of 54% at payments step)
- Conducted over **100+ user interviews** (in person and online) to understand users' needs for projects dealing with customer intent, spending capability among others
- Drove product ownership from ideation, designing through developing via execution and ultimately launching new products while working with core cross-functional teams like other PMs, Engineers, Marketeers, Designers, Business, Sales, Support and Content

### Roppen Transportation Services Pvt. Ltd. (Rapido) Product Manager (Customer Support)

08/2021 - 12/2021

Bengaluru

Rapido is an Indian bike taxi aggregator and logistics service provider

KRA

- Worked for a brief period (4M) as a **PM for customer support team** to optimize flows for best customer experience. Setup & created a tool to rightly predict exact issues customers face from reports collating such data to pin and work on the problem

### Homevista Decor & Furnishing Pvt. Ltd. (HomeLane.com) Product Manager (Growth - Website & Brand)

08/2020 - 08/2021

Bengaluru

HomeLane is a leading home interior design solutions company from India

KRA

- Responsible for driving growth in the core metric of the business i.e. **V:L (visits to leads)** - helped launch consumer facing products such as property level insights and lead form optimizations to uplift V:L by **5%** in OND
- Ran multiple A/B tests for implementation of React JS pages throughout the website to attain the best combination of page speed and V:L conversions. Reduced average HomeLane page loading speed from **5.47 secs to 3.52 secs**
- Created tools to publish partner pages and SEO friendly content pages getting HomeLane website **26%** more impressions from customers in OND compared to JAS
- Launched the new lead allocation logic (**lead curation**) to help uplift L:M (leads to meetings) by **~20%**
- Set up funnel metrics (events of clicks and pageviews) across the website which provides valuable information helping to understand business break points and areas for investments to improve

## WORK EXPERIENCE

### Defmacro Software Pvt. Ltd. (Clear.in) Product Manager (Growth - ITR+GST+Marketplace)

08/2017 - 08/2020

Bengaluru

ClearTax is a leading tax-filing tech start-up from India

KRA

- Worked with the filing team (consumer facing product); building Software-as-a-Service for consumers enabling them to file their Income Tax Returns easily with minimal efforts required
- Led and worked towards the launch of a 0-1 product (**ClearTax Referral - Growth**) which acquired **5.42%** of the total filings
- Planned & successfully launched **Rewards (Growth & Engagement)** contributing to a significant spike of **22.3%** more filers
- Contributed in product testing by conducting A/B testing of product landing pages; improved conversion by **8%**
- Improved in-prod communication by implementing UX changes for existing users resulting in user discovery improvement from **7 to 5 mins**
- Enabled the sales team with a capability to deploy Corporate communication by inputting minimal variables in the tool; increased day-to-day deployment efficiency by **100%**
- Responsible for creating product roadmaps from conception to launch; positioning and defining messages for ClearTax products - Involved in planning marketing strategies to create awareness and drive adoption of ClearTax products & features
- Defined, tracked and reported product KPIs, business insights and customer metrics by closely working with the analysts' team to understand customer behaviour, identify problems and opportunities
- Ideated on product offerings, gather requirements, write PRDs, create wireframes and workflows for smooth execution of a task

## TECHNICAL SKILLS & COMPETENCIES

Agile Product Management (Internal & External Consumer Facing Products)

Identifying User Problems & Advocating for Investments

Product Visioning & Roadmapping

Driving Product Objectives (Goals) & User Stories

Defining Requirements & Product Specifications

Consumer (Market) Research & Behaviour

Forecasting and Measuring

Product Prioritization & Product Market Fit

A/B Testing (User Experience Research)

Developing Services & REST APIs

Understanding UI (User Interface)/UX (User Experience) Design

Building Wireframes for Customer Experience

Go-To-Market Strategy for Mobile (Android, iOS) & Web Apps Development

Azure DevOps/Jira/Confluence/Google Docs/MS Office/BI Tools(MS PowerBI, Metabase)

Data Analysis (Insights) - Google Analytics/Adobe Analytics, SQL Querying

Monitoring Product Performance & Making Recommendations

## SOFT SKILLS

Decision Making

Strategy

Communication

Relationship, Stakeholder & People Management

Problem Solving

Story Telling

Negotiation

Long Term Planner

Leadership

Eye for Detail

User Centric

Team Player

## EDUCATION

### PGDM (Marketing and Operations) Institute of Management Technology, Nagpur

2015 - 2017

### Bachelor of Engineering (Information Science Engineering) Atria Institute of Technology, Bengaluru

2009 - 2013