SHUBHDA ARORA

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PROFESSIONAL EXPERIENCE

PRODUCT MANAGER, DUNZO I (Associate Manager Product, B2C & B2B SaaS)   **Mar 2021 - Aug 2023**

Hyperlocal Delivery with 5m MAU. Lead User Product (Shopping Experience) mentoring 4 people. Cross functional collaboration with Business, Data Science, UX & Engineering Team.

- Designed & launched Machine Learning (ML) Recommendation Product overachieving target "AOV" Order Value Metric by 20% by considering user variables trained through past data.
- Crafted a long-term feature roadmap for the Search Product, strategically dissecting the product strategy into achievable milestones and measurable metrics, resulting in a notable 5% enhancement in search-to-item add conversion.
- Launched redesigned app layout with product team, yielding a significant INR 12 increase in Average Order Value (AoV) through successful A/B testing and user discovery primary research. Implemented enhancements in category design, PDP page flow, and introduced impactful recommendations and nudges, elevating the overall user experience.

KEY PRODUCTS - Search Product,Discovery Product,Checkout, Pre-Checkout Recommendation , Coupon & Offer Tools

GROWTH ASSOCIATE PRODUCT MANAGER, ZESTMONEY I (Associate Manager Growth,B2B2C SaaS)   **Mar 2019 - Feb 2021**

Managing product Growth for Indian consumer lending fin-tech SaaS providing card less EMI across merchants, Lead Growth Product Analytics ,mentoring 2 people.

- Built Product Funnel Tracking from scratch, actively overseeing day-to-day monitoring of customer funnels to identify process inefficiencies and drive product improvements. Implemented strategic product flow enhancements, resulting in a noteworthy 3% increase in funnel conversion.
- Developed data visualizations supporting the Growth team, leveraging SQL, Tableau, and other visualization tools. Introduced a key metric for EdTech product, enhancing user engagement and increasing user retention by 4%.
- Established the Partner Health report from the ground up, contributing to 10% improvement in partner conversions. Effectively identified areas for enhancement, leading to a streamlined partner onboarding process.
- Collaborated with the growth & lending team to improve growth risk levers while keeping NPA within SLAs leading to effective reduction in NPAs by 8%

KEY PRODUCTS- Buy Now Pay Later (BNPL) Edtech & In-Store Product, Pre & Post Credit Product

GROWTH PRODUCT INTERN - Creator led Shopping, ROPOSO   **Aug 2018 - Oct 2018**

Video Sharing App Based on Social Ecommerce, Lead Seller Onboarding & Content Creator Programs

- Established the music, dialogue, and sound library for eight regional language communities through collaborative efforts with regional content teams.
- Enhanced onboarding processes through the successful implementation of creator programs, leading to a substantial increase of more than 5% in views.

KEY PRODUCTS-Content Creation Product, Seller Onboarding Product

MARKETING INTERN, URBAN COMPANY   **Aug 2018 - Oct 2018**

Leading online marketplace for hyperlocal services at doorstep, Led Influencer & Retention Project of Hyderabad city

- Reduced cost per view(CPV) from 3.90 to 0.65 (lowest ever across 8 cities) with 2X Instagram posts through onboarding influencers & rolling new policies enhancing engagement and reach.
- Implemented different reward programs to drive repeat rate of customers via analyzing recency, frequency, and transaction value.

KEY PRODUCTS- HyperLocal Services Growth, Creator Growth

EDUCATION

Bachelor of Management Studies BMS, Delhi University 8.42 CGPA   **Mar 2015-July 2018**

- Secured 8.42 Combined GPA & amongst the top 2% achievers . Also ,topper of second semester with 9.45 CGPA
- Ranked 161st among 25000 applicants in Delhi University Joint Admission Test.

Class XII(AISSCE) 91.8%   **July 2014-july 2015**

- Scholar Gold Holder: Awarded scholar badge for 7 consecutive years (amongst the top 5 percentile meritorious students)
- Prefect in Senior & Middle Department.Demonstrated leadership in organizing cultural events and contributing to the disciplinary board.

CBSE X Delhi 10 CGPA   **July 2012-July 2013**

Institute and Faculty of Actuaries   **July 2016-July 2017**

- Cleared CT1 - Financial Mathematics & CT7 - Business Economics

TECHNICAL SKILLS

SQL Coding/Programming,Mobile Analytics, ML(Machine Learning), Shopping Experience Analytics,Excel, A/B Testing ,0-1 Product Building,User Centric Product Innovation,Agile Project Management,Product Management,Statistical Tools, Fintech,MixPanel,Tableau, Confluence, PowerBI,Jupyter Notebooks, Jira ,SPSS, WireFraming, UI UX Tools,Process Flow Charts, MS Project, MS Word ,MS PPT, MS Excel,Funnel Campaign Management, Influencer Marketing, Account Management, Google Adwords, Product Strategy, Notion, Google Analytics, Product Life Cycle Management

SOFT SKILLS

Data Driven Decision Making, Leadership, Customer Focus,Stakeholder Management,Strategic Thinking,StartUp Experience,Cross Functional Collaboration, Fintech Experience,Ecommerce Experience,Team Management