

Job Notification Form, IIT Delhi

Company Overview

Name: MX Player

Website: <https://www.mxplayer.in/>

Company Type: Other (Media)

Description: MX Player is the world's #1 entertainment app offering viewers high quality, digital first content. With an install base of more than 1 billion – it is the largest entertainment platform in the world, present on 1 out of every 2 smartphones in the world. MX Player provides over 100,000 hours of premium video, best-in-class hyper-casual games, music streaming and more - across 10 Indian languages along with acclaimed & award winning MX Origin

Job Details

Designation: Product Associate

Type: Analytics

Place of Posting: Mumbai / Gurgaon / any other work location depending on project

Job Details:

- Monitor the customer lifecycle from acquisition, activation, and engagement perspective and proactively publish reports to all stakeholders on business/product metrics
- Work cross-functionally with engineering, design, product analytics, data science, product marketing and project management teams to deliver on the product roadmap
- Demonstrate deep knowledge of customer needs, competitive products and use this knowledge to develop product strategy & roadmaps for cutting edge ML-powered entertainment services
- Handle complex ideas and break them down into concise and effective requirements to drive product development
- Should be a strong advocate of data driven approach and drive product enhancement decisions by doing user testing, data analysis, and A/B testing
- Write well defined user stories that can serve as a reference document for all teams. Participate in peer reviews and help the team create effective documentation
- Understanding user behavior and performing root-cause analysis of changes in data trends to identify corrections or propose desirable enhancements in product & across different verticals
- Excellent problem solving skills and the ability to make sound judgments based on trade-offs for different solutions to complex problem constraints
- Defining and monitoring KPIs for product/content/business performance and identifying ways to improve them
- Should be a strong advocate of data driven approach and drive analytics

- decisions by doing user testing, data analysis, and A/B testing
- Help in defining the analytics roadmap for the product
 - Knowledge in ad tech or other advertising platforms

Joining By: 1 June 2022

Salary Details

CTC: 2,100,000 INR Per Annum

Gross: 1,450,000 INR Per Annum

CTC Breakup: 2100000 = [1450000 + 100000 (Joining Bonus) + 200000 (Deferred Bonus at the end of year 1) + 350000 (Deferred Bonus at the end of year 2)]

Selection Process

Resume Shortlist: Yes

Written Test: No

Online Test: Yes

Group Discussion: No

Medical Test: No

Personal Interview: Yes

No. of Rounds: 3

No. of Offers: 3

Eligibility

Recruiting PHDs: No

Eligible Departments: B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, B.Tech in Civil Engineering and M.Tech in Geotechnical and Geoenvironmental Engineering, B.Tech in Civil Engineering and

M.Tech in Water Resources Engineering, B.Tech in Mechanical Engineering and M.Tech in Thermal Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering