

# VAISHNAV GANGAMWAR

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Detail-oriented and motivated **aspiring Product Manager** with a strong foundation in **data analysis**, **user research**, and **Agile methodologies**. Skilled in leveraging tools like **SQL**, **Power BI**, **Figma**, and AI-driven platforms such as **ChatGPT** and **UXPilot** to drive data-informed product decisions. Adept at collaborating with cross-functional teams to deliver customer-focused solutions that align with business goals. Passionate about using technology and strategic thinking to build intuitive products that enhance user experience and accelerate growth.

## Education

<b>Yeshwantrao Chavan College of Engineering, Nagpur</b> Computer Science   CGPA: 7.3	<b>2019 - 2023</b>
<b>Atulesh College, Nagpur</b> Maharashtra State Board (Class XII)   Percentage : 63%	<b>2017 - 2019</b>
<b>SVIS, Wardha</b> CBSE (Class X)   CGPA: 9.6	<b>2017</b>

## Skills

- **Product Management:** Product Strategy | Roadmap Planning | Agile & Scrum | A/B Testing | Product Requirement Documents (PRDs) | Feature Prioritization.
- **User & Market Understanding:** User Research | Journey Mapping | Funnel Analysis | Market Research | Competitive Analysis
- **Data & Tools:** SQL | Excel | Power BI | JIRA | Notion | Figma |
- **AI & Productivity Tools:** ChatGPT | UX Pilot | Tempo
- **Collaboration & Communication:** Cross-functional Teamwork | Stakeholder Management | Written & Verbal Communication

## Work Experience

### Aranya Consultancy

#### Data Analytics intern

Feb 2023- Aug 2023

- **Collaborated on a project to develop an interactive dashboard** for a company's sales data, enabling stakeholders to visualize performance trends and identify key business opportunities.
- **Utilized SQL to extract, clean, and manipulate data** from relational databases, ensuring the data was optimized and prepared for further analysis.
- **Implemented advanced DAX measures** in Power BI to calculate critical KPIs, including revenue growth, customer retention rates, and other performance indicators, driving data-driven decision-making.
- **Contributed to the design and creation of an interactive Power BI dashboard**, incorporating user-friendly features and dynamic visualizations to enhance data exploration and reporting efficiency.

## Projects

### 1) Super.money UPI adoption strategy -

- **Analyzed user pain points** and competitor landscape to **improve UPI adoption** for Flipkart's Super.Money app.
- Proposed **4 product solutions** (e.g., **Checkout Visibility Boost**, **Gamified Rewards**, **Utility Bill Dashboard**) based on user insights.
- Used **RICE** and **MoSCoW** frameworks to **prioritize features** and designed **rollout strategies** with clear success **metrics**.
- Defined key **KPIs** including **UPI Setup Completion Rate**, **Repeat Usage %**, and created **A/B testing** plans to validate outcomes.

### 2) Zinga – Product Requirements Document(PRD) for Gamification & Social Challenges -

- Created a detailed **PRD** to address declining user engagement for a health & fitness platform.
- Proposed and structured **Gamification/Rewards** and **Community Challenges** to drive **retention** and **social interaction**.
- Defined **user flows**, **functional requirements**, **success metrics**, and a phased **rollout plan**.
- Conducted **competitor analysis** (Nike, Peloton, Fitbit) and aligned features with **market trends** in gamified fitness.
- Outlined **technical dependencies** and **risk mitigation** strategies to ensure scalable implementation

### 3) Razorpay Onboarding Optimization – Funnel & MVP Strategy

- Built a 5-stage merchant onboarding funnel dashboard using **Power BI** and mock data (400 merchants)
- Identified major drop-offs between **API Key generation (24%)** and **final integration (29%)**
- Found only **26% of merchants** completed their first successful payment, highlighting activation gaps.
- Suggested MVP-level fixes including **pre-built plugins**, **test-mode integration without full KYC**, and **live onboarding assistant**
- Defined success metrics: **conversion rate**, **session duration**, and **funnel drop-off %**

## Courses

- Airtribe Product Management Launchpad
- 360 DigiTMG Data Analysis Program