

VIJAY KUMAR

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PROFESSIONAL SUMMARY

Results-driven Business Operations Lead with a proven track record of optimizing FMCG distribution processes, achieving 150% revenue growth (₹1 Cr to ₹2.5 Cr) and expanding retailer networks by 30%. Possesses strong analytical skills (SQL, Python, Big Data technologies) and excels at cross-functional collaboration and stakeholder management (200+ clients). Recently completed an intensive Product Management Fellowship (Top 1% at Nextleap), gaining proficiency in market research, user analysis, MVP development, prioritization, and Agile concepts. Eager to leverage operational expertise and newly acquired product skills to build impactful, user-centric products as a Product Manager.

WORK EXPERIENCE

Business Operations Lead - FMCG Distribution (2023 - Present)

- **Market Analysis & Product Assortment Strategy:** Analyzed market dynamics and competitor trends to strategically shape product assortment and pricing, directly driving revenue growth by 150% (from ₹1 crore to ₹2.5 crore).
- **Stakeholder Management & Network Expansion:** Built and maintained relationships with over 200 retail clients, successfully increasing the active retailer network by 30%.
- **Operational Efficiency & Logistics Optimization:** Streamlined last-mile logistics and implemented workflow improvements, resulting in a 15% reduction in average delivery time.
- **Cross-Functional Collaboration:** Effectively aligned manufacturers, logistics teams, and retail partners to ensure seamless supply chain coordination and product availability based on demand forecasts.
- **Data-Driven Decision Making:** Leveraged sales trends and inventory data (using tools like Excel and potentially SQL - *mention if applicable*) to improve demand forecasting accuracy and optimize product assortment planning.
- **Customer-Centric Execution:** Improved customer satisfaction metrics by enhancing on-time delivery performance and ensuring consistent availability of high-demand products.

PROJECTS

Swiggy "Going-Out" MVP Definition (Nextleap Fellowship Project) (2024)

- **Domain:** Hospitality & Entertainment Tech
- **Objective:** Designed a Minimum Viable Product (MVP) proposal for Swiggy's strategic expansion into the competitive "going-out" market segment (e.g., event discovery, reservations).
- **Key Activities & Contributions:**
 - Conducted comprehensive market analysis and defined target user segments.
 - Identified key user pain points and needs through user research methodologies.
 - Defined core product features and prioritized them for the MVP based on impact and feasibility.
 - Created low-fidelity wireframes and user flows (using Figma/Whimsical) to visualize the user experience.
 - Established key success metrics (KPIs) to measure product performance post-launch.
 - Developed preliminary monetization models and a go-to-market/distribution strategy outline.
- **Skills Demonstrated:** Market Research, User Research, Competitive Analysis, Feature Prioritization, Product Strategy, MVP Development, Wireframing, KPI Definition, User Segmentation, Go-to-Market Strategy.

PNC Banking Data Centralization (Zeyobron Apprenticeship Project) (2022)

- **Domain:** Banking / Financial Services
- **Objective:** Centralize disparate raw data sources into a Hadoop ecosystem to enable standardized reporting and historical analysis for PNC Bank.
- **Key Activities & Contributions:**
 - Developed and implemented ETL (Extract, Transform, Load) pipelines using Spark (PySpark) and Hive to ingest, clean, and process data from various sources.
 - Designed and populated Hive tables to create structured data repositories suitable for reporting and analytics.
 - Utilized Hadoop ecosystem components (HDFS, etc.) for distributed data storage and processing.
 - Contributed to creating a centralized data source, simplifying report generation and enabling deeper historical insights.
- **Skills Demonstrated:** Big Data Technologies (Spark, Hive, Hadoop, PySpark), ETL Development, SQL, Data Engineering, Problem Solving.

SKILLS

- **Product Management:** Product Lifecycle Management, Market Research, User Research, Competitive Analysis, Customer Journey Mapping, Feature Prioritization, Roadmapping, MVP/MVT Definition, A/B Testing Concepts, User Stories, Agile/Scrum Methodologies, KPI Definition, Go-to-Market Strategy.
 - **Analytical & Business:** Data Analysis, Demand Forecasting, Market Analysis, Strategic Planning, Business Acumen, Stakeholder Management, Supply Chain Operations, Decision Making.
 - **Technical:** SQL, Python, Hadoop, Spark, Hive, PySpark, ETL Processes, AWS , Azure, Kafka (Basic), Nifi (Basic).
 - **Tools:** JIRA, Figma, Whimsical, Excel, Cloudera.
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EDUCATION

Master's in Soil and Water Conservation (2019 - 2021) - GBPUAT, Pantnagar, Uttarakhand

Bachelor's in Agriculture (2015 - 2019) - University of Agricultural Sciences, Raichur

CERTIFICATIONS & ACHIEVEMENTS

- **AI for Product Management Certificate** - Google Cloud (2025)
- **Top 1% Product Management Fellow** - Nextleap PM Fellowship Program (2024)
- **The Concise Product Management Course Certificate** - Udemy (2024)
- **Big Data Developer Certification** - Zeyobron (2022)
- **Programming Languages Certification (SQL, Python)** - Namaste SQL and Python (2022)