

# Abhilash Biradar

✉ biradar.abhilash@gmail.com

🌐 [Linkedin](#)

## Product Manager

☎ +91 7411705430

🌐 [Github](#)

Experienced professional with 6 years in product and data roles, focusing on consumer internet products in social and finance sectors.

## Experience

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### Co-Founder, **STAD**

Nov 2022 - Mar 2024

Social platform for Gamers to connect and discover tournaments.

- Built a mobile application for over **5K** esports players to discover gamers and tournaments.
- Cultivated a thriving [Discord](#) community, achieving a membership of **6k+** individuals, while concurrently expanding additional social media channels with a combined following of **16K+** followers.
- Collaborated with top esports teams in India, such as S8ul and GodLike, to live-stream tournaments on [YouTube](#), achieving **265K+** impressions and gaining over **4K** subscribers.

### Product Manager (Data & Experience), **ZET**

Nov 2021 - Oct 2022

Founding PM at ZET, Series A Fintech startup backed by General Catalyst, Nexus, Sequoia, and Waterbridge.

- Built a scalable ETL/data pipeline to store customer data points, with the goal of scaling the business and enabling future strategic initiatives.
- Led partnerships with multiple credit bureaus and FIPs to build a rule engine that helped ZET agents sell appropriate products to their customers, resulting in a **16%** reduction in rejection rate and a **20%** increase in agent activation rate.
- Enhanced user experience by redesigning the signup process into a phased approach, resulting in a **12%** increase in the install-to-signup conversion rate

### Associate Product Manager (Discovery), **Sharechat**

Mar 2020 - Nov 2021

Leading product discovery for India's biggest vernacular social media with 160 Mn MAUS.

- Revamped the UI of the content discovery section based on user category consumption, which resulted in a **1%** increase in overall app retention and a **3%** increase in overall topics consumption.
- Built a new approval pipeline for trending topics, which resulted in a **50%** increase in trends adoption (5% of DAU) and a **12%** increase in trending section retention.
- Worked with external content partners to speed up content inflow and tweak the feed logic, which resulted in a **9%** increase in time spent on trending topics.
- Documented the guidelines for A/B testing to ensure accurate experimentation across product verticals.

### Data Scientist, **Simpl**

Sept 2018- Feb 2020

Series B-funded BNPL(Buy Now, Pay Later) fintech startup.

- Analyzed growth prospects to ensure timely collection of dues, which secured **90%** collection within the first week after the credit period.
- Deployed a naïve Bayes classifier to group text messages received by devices into categories such as Credit, debit, and loan.

## Education

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### B.V.B Engineering College, B.Tech Computer Science

2014 - 2018

- Elected secretary for the computer science department.
- Completed a 1-year data science internship at Express Analytics, Working on a customer segmentation and clustering project.

## Publications

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Detecting depressions in social media posts using neural networks - 24 Citations

2019

Part of the Communications in Computer and information Science book series ,Springer ([CCIS, volume 1037](#))