Ayush **Agrawal**

PRODUCT MANAGER · DATA LOVER · PYTHON FAN

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Sum**mary**

Product Management professional with 3+ years of experience in managing SaaS, Mobile, and Web App products in dynamic domains such as E-com, Transport and Fintech.

Ski**lls & Competencies**

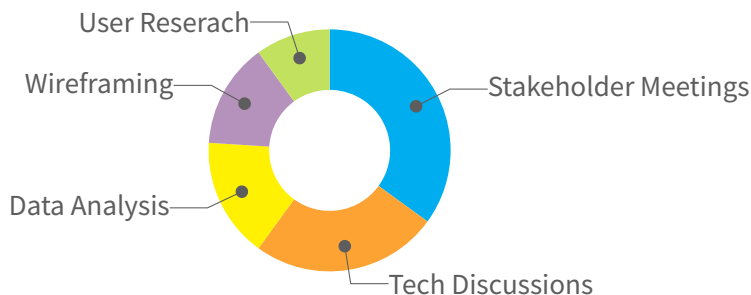**PRODUCT MANAGEMENT**, Agile Scrum, Agile Kanban, JIRA, Trello, PRD & FRD Preparation

ANALYTICS, SQL, R, Python,Advanced Excel, Machine Learning, Statistics

MARKETING, Google Analytics, GTM, Mixpanel, VWO

DESIGN, Wireframing, balsamiq, invisionapp

PROGRAMMING, python, basic javascript, HTML

Typ**ical Day At Work**

- User Reserach
- Wireframing
- Data Analysis
- Stakeholder Meetings
- Tech Discussions

Wor**k Experience**

ImpactGuru (Crowdfunding startup - Fintech)
Mumbai, India

PRODUCT MANAGER
Jul. 2017 - PRESENT

- 100% growth in GMV within 6 months.
- Revamped checkout flow leading to increase in attempts to success rate by 12%
- Led optimisation of campaign page resulting in pageload time by 200%
- Created new signup,login and campaign creation flow with mobile first approach, which improved conversion on mobile by 28%
- Devised internal products for handling complete disbursement and settlements.
- Leading the hiring for in-house tech team.

Catchthatbus.com (OTA & SaaS)
Kuala Lumpur, Malaysia

PRODUCT MANAGER
Dec. 2016 - Jul. 2017

- Product Owner (Scrum) for B2B SaaS product, contributing third of company revenue.
- Developed the 'Wallet' feature to store virtual money for future purchase, resulted in increase in retention and customer loyalty.
- Managed the integration Mixpanel and GTM in product portfolio.
- Defined LTV, Retention rate, multiple CRs and set KPIs for improvements.
- Led culture of data driven A/B testing and best practices.

Cityflo (Uber for Shuttle Services)
Mumbai,India

PRODUCT MANAGER - FOUNDING EMPLOYEE
Oct. 2015 - Dec. 2016

- Led complete product development of Partner android application,Bus Operators SaaS product & CRM system.
- Conceptualised and build performance rating system (PRS) and eventually performance dashboards for operations, marketing and management team.
- Improved procurement by eliminating inefficiencies captured by data and organized ad-hoc campaigns for vendors, leading to decrease in supply cost by 18
- Designed and developed complete ad hoc CRM on google Spreadsheet with Integrated Analytics, later made it using python django and Angular.
- Developed beta versions of multiple process flows for all internal teams prior to full scale development by understanding the root level processes.

Truebil (Used Car Online Marketplace)

Mumbai, India

PRODUCT ANALYST (INTERN)

Jul. 2015 - Sep. 2015

- Setup complete supply chain analytics to optimize inventory and workforce.
- Conceptualized and shipped 'Quick Sell' product. (Sell your car in 120mins)
- Spearheaded company launch in Pune city.
- Built multiple BI dashboards with a frontend developer.

4front Analytics Pvt. Ltd. (IIT Kanpur Incubator Center)

Kanpur India

QUANTITATIVE ANALYST(FREELANCE)

Jul. 2014 - Apr. 2015

- Developed forecasting and statistical models using both R and SPSS for a leading multi brand grocery store.
- Models worked on are Holtwinters, ARIMA, ARMA, exponential, logarithmic, polynomial etc.
- Build interactive charts using Data visualization techniques in R. (ggplot2,Shiny, plotly etc).

Education

Harcourt Butler Technological Institute

Kanpur, India

B.TECH. IN CHEMICAL ENGINEERING

July. 2011 - Jun. 2015

- 1st Division (Top 10% of Class)
- Coursework includes Engineering Economics and Management & Statistics.

Delhi Public School

Aligarh, India

SECONDRY SCHOOL

Jun. 2010

- 95% in Physics, Chemistry & Mathematics
- Top 1% in City.

Other Information

Online Courses

- Analytics Edge by MIT
- Data Analysis and Statistical Inference by Duke

Extra Curricular Activites

- Started Analytics club with participation of more than 100 students in University.
- Captain of university Lawn Tennis team.
- Lead of Trekking club