

## Summary

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.

## Skills & Competencies

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

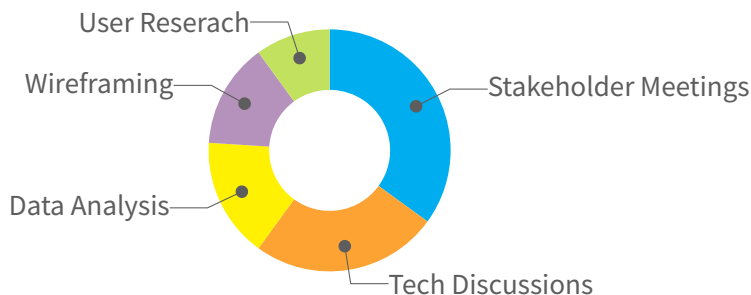
**ANALYTICS**, SQL, R, Python, Advanced Excel, Machine Learning, Statistics

**MARKETING**, Google Analytics, GTM, Mixpanel, VWO

**DESIGN**, Wireframing, balsamiq, invisionapp

**PROGRAMMING**, python, basic javascript, HTML

## Typical Day At Work



## Work Experience

### ImpactGuru (Crowdfunding startup - Fintech)

Mumbai, India

PRODUCT MANAGER

Jul. 2017 - PRESENT

- Part of the 6 member core team and have led the organisation to grow by 200% 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 reduction of pageload time from 19 to 7 secs.
- Created new signup, login and campaign creation flow with mobile first approach, improving conversion by 8%
- Devised internal products for handling complete disbursement of funds with a automated settlement process.
- Looked after 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 cashback on transactions, resulted in increase in retention rate 18%.
- 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)

PRODUCT ANALYST (INTERN)

- 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.

Mumbai, India

Jul. 2015 - Sep. 2015

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

QUANTITATIVE ANALYST(FREELANCE)

- 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).

Kanpur India

Jul. 2014 - Apr. 2015

## Education

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### Harcourt Butler Technological Institute

B.TECH. IN CHEMICAL ENGINEERING

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

Kanpur, India

July. 2011 - Jun. 2015

### Delhi Public School

SECONDARY SCHOOL

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

Aligarh, India

Jun. 2010

## Other Information

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### 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