Amit Tharani

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Experience

Flipkart	Product Manager	May 2023 – Present

Cleartrip – Flights | Margins & Profitability

- Owned the roadmap & execution of the tech loss reduction charter: **8.3% bottom-line impact** within 6 months
- Led the end-to-end integration with a partner to optimize profits on each booking: **improved margins by 2.5%**, while maintaining the same customer experience
- Currently, revamping the roundtrip search experience to address key user needs: improving flexibility in choosing the onward/return flight and discount discovery, while also offering better fares
- Compliance | Reconciliation process automation

Kuku FM	Product Manager	Nov 2020 – Mar 2023

Driving product monetization for Kuku FM audiobook app. Scaled from **1k to 1M subscribers in 18 Months**.

- Achieved a **12x increase in conversion** with features, experiments, price packaging, and continuously improving the onboarding, paywall, subscription page, and payment experience
- Implemented discounting infrastructure for experiments, cohorted discounting & sales - **>2x conversion improvement**
- Led a team to build the influencer marketing product for both app experience as well as campaign delivery management, bringing in **over 25% of subscribers**
- Creator & custodian of many **platforms/tools** like Content Experimentation (A/B test posters, audio & titles), CMS, Sales, Campaign Management, Coupons, & Revenue Share - serving **10k+ creators & teammates**

Unthinkable Solutions	Product Manager	Jul 2020 – Nov 2020

Led the design of a Resource Management tool for managing project assignments, checking resource availability, and tracking utilization.

Swiggy	Business Analyst	Dec 2017 – Jan 2020

Led multiple initiatives at Swiggy (food delivery) to curb delivery partner, CX & restaurant fraud. Deep dives into what drives bad ratings and cancellations. Data Instrumentation of products like chatbots, Instamart, & Genie.

- Instamart: Defined the **data architecture, fact tables, key CX & fulfillment KPIs, and dashboards** to track them
- Built an anomaly detector to **identify restaurant fraud & abuse**. Curbed multiple accounts fraud by setting up login limits - **saving over 1.5 Cr INR annually**

Analytics Quotient (Kantar)	Business Analyst	Aug 2016 – Dec 2017

Data analytics, eliciting client requirements, creating **roadmaps** & delivery plans, and communicating **insights**.

Back-end engineering - writing SQL procedures for web dashboards

- Led the development of a dashboard to visualize stock trading, trend analysis, and schedule reports
- Implemented a Resource Management tool to draft employees for a project basis skill, experience & availability

NIT Raipur	Game Designer (Internship)	Apr 2015 – May 2015

- A **puzzle game on windows** where players align similar colored marbles in minimum moves to attain a score
- Responsible for **end-to-end development** from early sketches to the finished game: Wireframing, game logic, coding, input, designing textures, level design, prototyping, and delivery
- Project link: github.com/amittharani/marbellous-sfml Teaser: youtube.com/watch?v=cLdF7otQXpo

Education

National Institute of Technology Raipur, 2012 - 2016
Bachelor of Technology, **Information Technology,** *CGPA: 7.14*

Skills

• Product Strategy	• Data Analysis	• SQL	• Experimentation	• Design
• Wireframing	• GTM Strategy	• User Research	• Product Discovery	• Scrum

Activities

- Secured **2nd position** in Kuku FM's **hackathon** by building an interactive stories app
- An avid traveler. Backpacked solo in **15+ countries**. Spent lockdown in Russia; many learnings & perspective shifts
- An ardent **cyclist**. Scaled Zermatt peak and frozen Baikal Lake on an MTB; helped build endurance & resilience
- Core Member of the NIT Raipur technical committee. Hosted events at the cultural fest with a **2000+ student footfall**