

# Amit Tharani

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## Experience

|   |                         |                            |
|---|-------------------------|----------------------------|
| <b>Kuku FM</b>  | <b>Product Manager</b>  | <b>Nov 2020 – Present</b>  |
| Driving product monetization for Kuku FM audiobook app. Scaled from <b>1k to 1M subscribers in 18 Months</b> .  |                         |                            |
| <ul style="list-style-type: none"><li>Improved <b>conversion by 12x</b> with features, experiments, price packaging, and streamlining the onboarding, paywall, and payment experience</li><li>Set up <b>discounting infrastructure</b> for experiments, cohorted discounting &amp; sales - major levers of conversion</li><li>Built the influencer marketing product for both app experience as well as campaign delivery management, bringing in <b>over 25% of subscribers</b></li><li>Creator &amp; custodian of many <b>tools/platforms</b> like Content Experimentation (A/B test posters, audio, &amp; titles), CMS, content programming, Sales, Campaign management, &amp; Coupons - serving <b>thousands of users</b></li></ul> |                         |                            |
| <b>Unthinkable Solutions</b>  | <b>Product Manager</b>  | <b>Jul 2020 – Nov 2020</b> |
| Designed a Resource Management tool for managing project assignments, checking resource availability, and tracking utilization  |                         |                            |
| <b>Swiggy</b>   | <b>Business Analyst</b> | <b>Dec 2017 – Jan 2020</b> |
| Led multiple initiatives to curb delivery partner, CX, & restaurant fraud- <b>saving millions each month</b> . Deep dives into what drives bad ratings and cancellations. Data Instrumentation of products like chatbots, Instamart, Genie  |                         |                            |
| <ul style="list-style-type: none"><li>Instamart: Defined <b>data architecture</b> and fact layers. Identified and socialized key <b>CX and fulfillment KPIs; dashboards</b> to track them.</li><li>Built an anomaly detector to <b>identify restaurant fraud &amp; abuse</b>. Curbed multiple accounts fraud by setting up login limits</li></ul>   |                         |                            |
| <b>Analytics Quotient (Kantar)</b>  | <b>Business Analyst</b> | <b>Aug 2016 – Dec 2017</b> |
| Data <b>analytics</b> , eliciting requirements, creating <b>roadmaps</b> , and communicating <b>insights</b> . Acted as a liaison between client and engineering, ensuring delivery hold up to the highest quality standards.   |                         |                            |
| <b>Back-end engineering</b> - writing SQL procedures for web dashboards   |                         |                            |
| <ul style="list-style-type: none"><li>Led the development of a dashboard to visualize stock trading, trend analysis, and schedule reports</li><li>Project managed a Talent management tool to draft resources for a project basis skill, experience &amp; availability</li></ul>  |                         |                            |
| <b>Personal Project</b>   | <b>Game Designer</b>    | <b>Apr 2015 – May 2015</b> |
| <ul style="list-style-type: none"><li>A <b>puzzle game on windows</b> where players align similar colored marbles in minimum moves to attain a score.</li><li>Responsible for <b>end-to-end development</b> from early sketches to the finished game: Wireframing, game logic, coding, input, designing textures, level design, prototyping, and delivery.</li><li>Project link: <a href="https://github.com/amittharani/marbellous-sfm1">github.com/amittharani/marbellous-sfm1</a></li><li>Teaser: <a href="https://youtube.com/watch?v=cLdF7otQXpo">youtube.com/watch?v=cLdF7otQXpo</a></li></ul>  |                         |                            |

## Academics

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

## Skills

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|--------------------|-----------------|-----------------|-------------------|
| • Product Strategy | • Data Analysis | • SQL           | • Experimentation |
| • Wireframing      | • Storyboarding | • User Research | • Scrum           |

## Activities

- Secured **2<sup>nd</sup> position** in Kuku FM's **hackathon** by building an interactive stories app.
- An avid traveler. Backpacked solo in **10+ countries**. Spent lockdown in Russia; many learnings & perspective shifts
- An ardent **cyclist**. Scaled Zermatt peak and frozen Baikal Lake on MTB; helped build endurance & resilience
- Coordinator** of the technical committee at NIT Raipur. Managed & hosted events for Central India's biggest Techno-Management Fest, with a footfall of **1,000+** students