

Amit Tharani

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Experience

Flipkart	Product Manager II	May 2023 – Present
Cleartrip – Flights		
<ul style="list-style-type: none">Leading the domestic flights charter - driving conversion, user growth, and ancillary revenue (seat/meal/baggage)Launched an industry first Split screen search experience to address key user needs: higher selection of flights, flexibility in combining the onward/return leg, improved discount discovery, & offering better faresLed a product integration to predict flight fare drops, & ticket at a lower price: improved margins by 2.5%Spearheaded Tech Losses charter to eliminate issues & inefficiencies: improved bottom-line by 10% within a yearLed automation of reconciliation process between Airline reports & internal records, to improve financial accuracy		
Kuku FM	Product Manager	Nov 2020 – Mar 2023
Led product monetization for Kuku FM audiobooks & stories app. Scaled from 1k to 1M paid subscribers in 18 Months <ul style="list-style-type: none">Achieved a 12x increase in conversion with features, experiments, price packaging, and continuously improving all steps of the funnel: acquisition, onboarding, search, discovery, activation, paywall, subscription page, & paymentImplemented discounting infrastructure for experiments, cohort discounting & sales - >2x conversion improvementBuilt the influencer marketing channel experience for both users (content recommendation, discounting) as well as campaign delivery management (programming, attribution), bringing in over 25% of subscribersCreator & 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, quick commerce) to curb delivery partner, user, & restaurant fraud. Deep dives into what drives bad ratings & cancellations. Data Instrumentation of products like chatbots & on-demand delivery <ul style="list-style-type: none">Instamart (hyperlocal): Defined the schemas, fact tables, and key KPIs; built dashboards to track themBuilt an anomaly detector to identify restaurant fraud & abuse. Curbed multiple accounts fraud by setting up login limits - saving over 15M 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-based dashboards <ul style="list-style-type: none">Led the development of a financial dashboard (visualize stock trends, schedule report) & a resource management tool		

NIT Raipur	Game Designer (Internship)	Apr 2015 – May 2015
<ul style="list-style-type: none">Created a windows puzzle game where players align similar colored marbles in minimum moves to attain a scoreResponsible for end-to-end development from early sketches to the finished game: Wireframing, game logic, coding, user input, designing textures, level design, prototyping, and deliveryProject 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

Skills

- Product Strategy
- Data Analysis
- SQL
- Experimentation
- Design
- Roadmap
- Wireframing
- GTM Strategy
- User Research
- Product Discovery
- Scrum
- Marketing

Awards & Activities

- Flipkart: Received ‘Value Champion’ award. Received ‘Kool & the Gang’ team award for product release in record time
- Secured **2nd position** in Kuku FM’s **hackathon** by building an interactive stories app
- An avid traveler. Backpacked solo in 15+ countries; spent the covid lockdown in Russia. An ardent cyclist. Scaled Zermatt peak and frozen Baikal Lake on an MTB