# Amit Tharani

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## Experience

| Kuku FM | Product Manager | Nov 2020 – Mar 2023 |
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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
- Designed & implemented discounting infrastructure for experiments, cohorted discounting & sales - many wins with **>2x improvement in conversion**
- 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 |
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Led the design of a Resource Management tool for managing project assignments, checking resource availability, and tracking utilization.

| Travel Sabbatical | | Feb 2020 – Jun 2020 |
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Solo backpacking via the trans-Siberian rail, a journey of 5000 KMs from St. Petersburg to Baikal Lake. A 40-day trip turned into a 4-month experience due to the pandemic and closed borders. Many learnings and perspective shifts.

| Swiggy | Business Analyst | Dec 2017 – Jan 2020 |
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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 **data architecture** and fact layers. Identified and socialized key **CX and fulfillment KPIs**; **dashboards** to track them
- Built an anomaly detector to **identify restaurant fraud & abuse**. Curbed multiple accounts fraud by setting up login limits - **saving >20L INR/month**

| Analytics Quotient (Kantar) | Business Analyst | Aug 2016 – Dec 2017 |
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Data **analytics**, eliciting requirements, creating **roadmaps**, and communicating **insights**. Acted as a liaison between client and engineering, ensuring delivery hold up to the highest quality standards.

**Back-end engineering** - writing SQL procedures for web dashboards

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

| Personal Project | Game Designer | Apr 2015 – May 2015 |
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- 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 ardent **cyclist**. Scaled Zermatt peak and frozen Baikal Lake on MTB; helped build endurance & resilience
- **Core Member** of the technical committee at NIT Raipur. Hosted events for Central India's biggest Techno-Management Fest, with a footfall of **1,000+ students**