Amit Tharani

+918310658475 # AMIT@AMITTHARANI.COM # LINKEDIN.COM/IN/AMITTHARANI # AMITTHARANI.COM

Experience

Flipkart	**Product Manager II**	**May 2023 – Present**

Cleartrip – Flights
- Leading the domestic flights product strategy - driving conversion, user growth, & ancillary revenue (Seat/Meal/VAS)
- 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 fares
- Led 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 year
- Led 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**
- 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, & payment
- Implemented discounting infrastructure for experiments, cohort discounting & sales - **>2x conversion improvement**
- Built the influencer marketing channel experience for both users (content recommendation, discounting) as well as campaign delivery management (programming, attribution), 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, 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
- Instamart (hyperlocal): Defined the **schemas, fact tables, and key KPIs; built dashboards** to track them
- Built 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
- 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**

- Created a **windows puzzle game** 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, user 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**

Skills

- Product Strategy
- Data Analysis
- SQL
- LLM Fundamentals
- Design
- Experimentation
- AI Prototyping
- GTM Strategy
- User Research
- Product Discovery
- Scrum
- Marketing

Awards & Activities

- Flipkart: Received **'Value Champion' award, 'Ace Excellence' award, and 'Kool & the Gang' team award**
- Secured **2nd position** in Kuku FM's **hackathon** by building an interactive stories app
- An avid traveler - Backpacked solo in 15+ countries. An ardent cyclist - scaled Zermatt peak & frozen Baikal Lake on an MTB