

# Amit Tharani

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## Experience

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**Kuku FM** – Remote

**Associate Product Manager**, Nov 2020 – Jun 2021

**Product Manager**, Jul 2021 – Present

Driving product monetization. 1k to 1M subscribers in 18 Months.

- Played a key role in 12x improvement in conversion with features, experiments, price packaging, and streamlining the onboarding, paywall, and payment experience
- Set up discounting infrastructure for experiments, cohorted discounting & sales - major levers of conversion
- Built the influencer marketing product for both app experience as well as campaign delivery management, bringing in over 25% of subscribers
- Creator and custodian of many internal tools like Content Experimentation (A/B test posters, audio, and titles with users), CMS, Content programming, Sales, Campaign management, Coupons, etc

**Unthinkable Solutions** – Gurgaon

**Product Manager**, Jul 2020 – Nov 2020

- Created a Resource Management tool for managing project assignments, checking resource availability, and tracking utilization

**Swiggy** - Bangalore

**Business Analyst**, Dec 2017 – Jan 2020

Led multiple initiatives to curb delivery partner, CX, and restaurant fraud- saving millions/month. Deep dives into what drives bad ratings and cancellations. Data Instrumentation of products like chatbots, Instamart, and Genie

- Defined data architecture and fact layers for Instamart. 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
- Defined a Lead Prioritization Framework to onboard offline stores on Instamart

**Kantar (Analytics Quotient)** – Bangalore

**Business Analyst**, Aug 2016 – Dec 2017

Data analytics, eliciting requirements, creating roadmaps, and communicating insights. Acted as a liaison between client and engineering, ensuring dashboards hold up to the highest quality standards.

Back-end engineering - writing SQL procedures for dashboards

- Led the development of a web dashboard to visualize the trading of stocks, offer trend analysis, and schedule reports
- Project managed a Talent management tool to draft resources for a project basis skill, experience & availability

## Personal Project

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**Marbellous, Windows game**: May 2015

- A puzzle game where players align similar colored marbles in minimum moves to attain a score.
- Programmed in C++ using Visual Studio & SFML library (for input, graphics, game loop & music).
- Responsible for end-to-end development from early sketches to the finished game: Wireframing, game logic, coding, designing textures, level design, prototyping, and delivery.
- Project URL: [github.com/amittharani/marbellous-sfml](https://github.com/amittharani/marbellous-sfml)
- Teaser: [youtube.com/watch?v=cLdF7otQXpo](https://youtube.com/watch?v=cLdF7otQXpo)

## Education

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**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         | • User Empathy  |

## Activities

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- Key member of Technocracy, the technical committee of NIT Raipur. Created the android app for a treasure hunt event. Donned multiple hats while organizing the technical fest, Aavartan
- An avid traveler. Backpacked solo in over 10 countries.
- An ardent cyclist. Scaled Zermatt peak and frozen Baikal Lake on MTB.