# **Amit Tharani**

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### **Experience**

**Product Manager** May 2023 - Present **Flipkart** 

Cleartrip - Flights | Margins & Profitability

- Spearheaded Tech Losses charter to eliminate issues & inefficiencies: improved bottom-line by 10% within a year
- Led the end-to-end integration with a partner to predict flight fare drops and ticket at a lower price: improved margins by 2.5%, while preserving seamless customer experience
- Revamped the roundtrip search experience to address key user needs: higher selection of flights, flexibility in combining the onward/return flight, improved discount discovery, and offering better fares. GTM - June '25
- 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.

**Business Analyst** Dec 2017 - Jan 2020 **Swiggy** 

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
- 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 2<sup>nd</sup> 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