

Aniket Mandle

aniketmandle@gmail.com | +91-9401130107

Product Manager, Leap Scholar | IIT Guwahati
Behavioural psychology nerd

[Portfolio](#) | [Linkedin](#)

Professional Experience

Product Manager - Consumer products LeapScholar - Bengaluru, India
Leap is a series D Unicorn startup building a platform for study abroad aspirants from India

May'21 - Present

Product Owner - Android & iOS Apps

Retention (Chat, Community, User journey)

- Managing a team of 6 Devs, 2 QA and 2 Designers with **Week1 App retention of 60%** and **Week4 retention of 36%**
- Built and validated a framework for creating high engagement **P2P community** feature with **70% users initiating** discussions, **90% read rates** on D+7 days with zero seeded content (Pure P2P discussions) [Ongoing]
- Scaled student<>partner chat feature to **100% partner adoption, 95% read rate within 2 days** of conversion and **77% issue resolution rate** within **1 day SLA** closely working with business and partner(counsellor) teams

Onboarding and Engagement

- Built **onboarding** features that increased app **downloads from 34% to 75%** of converted users and users starting chat from **40% to 80%** in first 7 days
- Created the **lead scoring logic** by analysing the user and engagement properties that led us to **identify 3x faster moving cohort** and build cohort specific features for users and optimize workflows for partners
- Ran 1on1 video meetings MVP on calendly and **scaled from 0 to 1000+ meetings/week** by managing operations SOP
- Introduced Auto-booking of meetings that scaled product to 11k meetings/week & **optimized attendance to 55% (65% industry benchmark)** by experimenting on multiple timing, channels and context parameters

Infrastructure, MarCom and Analytics

- Scaled Whatsapp messaging Infrastructure from **25k to 363k** sending capacity by revamping logic and identifying spam templates. It contributes 30% attendance for our ~400k Free sessions/week **amounting 30Cr in FY21 revenue**
- Setup Event Instrumentation, onboarded Webengage and integrated comm channels for Email, Whatsapp, SMS and IVR

Product Management, Cuemath - Bengaluru, India

May'20 - May'21

Associate Product Manager - Activation Products

Booking experience

- Improved the post demo booking experience for **70K+** monthly users with in-dashboard features to check teacher status, customize preferences, help center and cancel/reschedule classes
- Built dashboard** for 6500 Cuemath teachers to manage demos, estimate payouts and Initiate parent conversations

Supply-demand matching

- Optimized post-demo booking **funnel by 10% resulting in 2x demos** completed and **4.5Cr** monthly additional revenue
- Reduced **supply to demand** mapping failures by transitioning from an acceptance based model to direct allotment model which allowed us to serve **40% more demos/day**
- Solved demand fulfilment by Implementing **real time inventory mapping** of teacher slots to demo booking pages and **doubled valid slots** by reducing wastage of 1hr slots to 30mins

Associate Product Manager - Learning Platform (Coding)

- Built Web-RTC based Screengrab/share to make platform compatible for the MVP coding program with 1.5k users on zoom
- Built Cuemath's proprietary Python learning platform** : A live collaborative and browser-based python editor and compiler
- User Research: Laid out structure for research, Insight documentation and product recommendations to be used for the **120+ parent conversations** till date which have shaped multiple feature ideas in Cuemath's AMJ quarter roadmap

Skills and Tools

- Skills:** User Research, Design Thinking, Data Analysis, Competitor Research, GTM Strategy, Testing, Product Roadmapping, Product Strategy, Prioritization, Sprint Planning, A/B testing, Prototyping, Data Analysis and Community Building
- Tools:** Sql, Advanced Excel, Figma (design), Jira, Postman (API testing), Python, C++, HTML, Whimsical

Education

Indian Institute of Technology (IIT) Guwahati

Jul'16 - May'20

B.Tech, Major: Mechanical and Minors in Computer Science (**CGPA : 8.7/10**)

President Entrepreneurship Cell & Founder of Product Conference @IITG