ASHISH GUPTA

"Product Manager combining analytics and execution to ship high-impact features"
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Summary

Product Manager with 8+ years of experience building data-driven and user-focused products across fintech, gaming, media, and mobility. I focus on converting business goals into clear product plans, working closely with engineering and design teams, and delivering measurable outcomes. My work spans experimentation, analytics, automation, and AI-driven insights across both core product and growth initiatives.

Skills

- Product Strategy | Roadmap Ownership | Product Discovery | Cross-Functional Collaboration | Stakeholder Management
- Experimentation | A/B Testing | Funnel Optimization | Personalization | RCA Problem-Solving
- User Research | Voice of Customer | Competitor Analysis | Go-to-Market Planning | Growth Strategy
- SQL | Python | R | BigQuery | Redshift | AI & Machine Learning | Mixpanel | Power BI | Tableau | Looker | Domo

Education

- **IIT Roorkee** — Integrated M.Sc., Applied Mathematics (2017 batch)
- **IRMA, University of Strasbourg, France** — *PlsRBeta Regression Models Project*, Prof. Myriam Maummy Bertrand

Certifications

- Machine Learning for Business Applications, Analytics & Insights, TCS (Bengaluru).
- Technical Product Management, International Institute of Business Analysis (IIBA).
- Domo Major v2.0, Domo University.

Experience

Angel One | Product Manager (AVP Digital Product Revenue)   Apr 2024 – Present
- Owned a ₹70Cr product roadmap focused on growth and automation, contributing ₹42Cr impact across H2-2025 and H1-2026.
- Scaled Live Trading streaming and introduced chat + in-stream trading, resulting in an 8% increase in DAU and 3% in TAU.
- Launched recommendation widget on key screens using behavioral analytics to personalize investment insights, improving conversion KYC and Activation funnels by 2.5% and 3.2%.
- Designed an RCA Framework to identify issues and help teams make decisions faster, reducing resolution time by 35%.
- Built an automated system for real-time analytics, reducing manual reporting efforts by 80% for business teams.
- Developed an AI Notebook for post-market analysis, attributing daily market moves to key news and events.
- Mentored APMs and analysts to deliver measurable OKRs across multiple product lines, strengthening data-driven decision-making across teams.
- Received **Monthly and Quarterly Awards** for my contribution.

Glance Digital (Inmobi Group) | Product Manager   Feb 2022 – Feb 2024
- Contributed to the strategy and execution of the Instant Gaming proposition as part of the core product team, helping scale it to 30M DAU and improve retention by 18%.
- Reduced bounce rate from 63% to 50%, optimized user flow from the lock screen to the game center, and enhanced user experience, resulting in improved engagement and platform retention.
- Drove personalization and discovery improvements through targeted experiments, resulting in a 16% increase in user retention.
- Introduced a thematic section, resulting in a 15% increase in DAU and a 22% boost in user engagement.
- Created and deployed an experimentation framework to validate hypotheses rapidly, reducing time-to-decision by 40%.
- Improved visibility into engagement and revenue metrics, extending game shelf life from 45 to 90 days.
- Scaled DRR from $100 to $15k and convinced 50+ developers to integrate Mlib API to show ads for better revenue.
- Recognized with **Rising Star (Q1)** and **Avenger (Q3)** Awards (2023) for exceptional revenue and engagement impact.

Gaana (Times Group) | Senior Analyst - Product and Growth   **Mar 2021 – Feb 2022**

➤ Built and deployed LTV estimation framework, integrating CAC and revenue forecasting, optimizing marketing spend allocation, and driving a 32% increase in customer lifetime value.

➤ Restructured the subscription revenue model, resulting in a 37% increase in subscriptions and a 26% improvement in overall financial performance.

➤ Facilitated the successful integration of Radio Mirchi with the Gaana app, leading to a threefold increase in revenue from local advertisements.

➤ Conducted user activity analysis and A/B testing on consecutive ads, leading to a 2.5% increase in user engagement.

OLA | Senior Analyst Product - Technology   **Sep 2019 – Feb 2021**

➤ Designed and implemented system for real-time analysis of car health, contributing to a rise in average health score from 70% to 82%.

➤ Developed a near real-time system for monitoring scheduled maintenance, achieving an SCHM adherence rate of over 95% within a month of implementation.

➤ Designed RCA framework to detect recurring defects in cars, cutting recurrence by 40%.

➤ Conducted comprehensive analysis of a 33K vehicle fleet, attributing engine failures to manufacturing defects and securing goodwill amounts.

Tata Consultancy Services | Technical & Strategical Consultant   **Sep 2017 – Sep 2019**

➤ Developed automation and analytics programs for clients, reducing project delivery timelines by 40%.

➤ Built forecasting and pricing tools for clients such as CISCO and Fairflex, later scaled across multiple business units.

➤ Supported digital-transformation initiatives by aligning technical builds with business roadmaps, improving delivery predictability.

➤ Developed predictive-analytics POCs that informed client pricing strategies and improved bid success rates.