

Siddhant Tembhurnikar

+91 9921709278 | siddhant.tembhurnikar@live.com | p18tembhurnikars@iimdr.ac.in | [LinkedIn](#) | [GitHub:grizzlysid](#)
Nagpur, Maharashtra, India

EDUCATION

Master of Business Administration (MBA)

Indian Institute of Management Indore (IIM Indore)

Major Electives

Product Management and New Product Development; Advanced Marketing Analytics; Digital PR, Mobile & Influencer Marketing; Pricing; Business Models; Design Thinking;

2018 - 2020
Indore

B.Tech Electronics Communication and Engineering

Visvesvaraya National Institute of Technology (VNIT)

2012 - 2016
Nagpur

Applied Data Science Specialisation (100% Grade)

IBM on Coursera

Jan 2020

Key Projects ([link](#)).

- Developed a recommendation plan for construction of a shopping mall by analyzing existing locations using Python and Foursquare REST API
- Identified a cluster of 42 zip-codes with 5 times lesser competition than cluster with the highest competition using k-means clustering and displayed it using folium
- Developed a regression model with an R-square of 0.70 to predict housing prices based on 11 features and attributes such as area, number of bedrooms, etc.

Product Manager Nanodegree

Udacity

Oct 2020

Key Project ([link](#)).

- Internal tool for monitoring and servicing Doordash's self driving robot delivery system
- Formulated a product strategy for self driving delivery robots to reduce costs by 80% from \$10 to \$2 thereby generating \$480 million in additional revenue
- Created an interactive prototype ([figma](#)) after running a Design sprint
- Designed a user study plan and executed it by conducting user interviews
- Created PRD incorporating TAM, Business Goals, ROI, Key Features and KPI, Marketing Guide, and Pricing Strategy after identifying the problem and competitor analysis

CS50x

Harvard University

Jan 2021

Key Projects ([link](#)).

- Developed a chrome extension to search a selected text on Amazon.com from the right click menu saving 80% more time, developed using JavaScript
- Created a web server with a mock stock broking portal where you can buy and sell stocks using Flask, Python to create the web server, SQL to store data, Rest API from IEX for stock data, and HTML CSS and JavaScript to display the website

EXPERIENCE

Panasonic Life Solutions India Pvt. Ltd

Product Planner, Indoor Air Quality BU (Management Trainee)

Aug 2020 - Present
Mumbai

- Developed in house tool to fulfil the need for a sales analysis tool leading to reduction of time spent on cleaning data for analysis by 80% using Python and SQL
- Established a data analytics approach in the Business Unit to create a dashboard for post-sales analysis leading to reduction in man-hours spent in coordination by 50%
- Coordinated with finance, design, and sales teams to perform market research for NPD
- Led activities related to pricing of warranty extension of ceiling fans sold in B2B sales

Quiller Marketing

Intern

Apr 2019 - May 2019
Noida

- Conceptualized, designed, and created content marketing and social media strategy for an in-person content marketing workshop leading to 40 signups in 2 days
- Developed content marketing strategy for client projects in the co-living space working alongside the target customer as well as the client
- Conceptualized interactive tools for content marketing leading to increase in landing page avg time spent by 230% using interactive calculators, games, and storyboards

HDFC Bank

Management Trainee

Jul 2016 - Feb 2017
Mumbai

- Initiated and executed maintenance activities to resolve customer problems and reduce resolution time by 25% by acting as the liaison between vendors and customers
- Spearheaded the team to handle OS, Database, and application upgrades for application such as SFMS, CROMS by leveraging problem solving skills
- Organized and conducted upgrades, UAT Tests, and related activities of critical NSE applications reducing upgrade time by 50% by effective communication with vendors

SUMMARY

A customer focused Product Manager with prior experience in Fan and IT industry with a passion for technology, penchant for data, looking to leverage collaborative skills and a first principles approach to express empathy for customers (and coworkers) to create delightful experiences

SKILLS

Programming

C, C++, Python, SQL (SQLite), JavaScript, HTML, CSS, MATLAB

Design

Figma, Adobe Illustrator, Photoshop, Premier Pro

Business Intelligence

Tableau, Qlik Sense, Power Bi, Excel

Others

SPSS, Jira

KEY PROJECTS

Projects (MBA)

- Pricing, 2019
 - Effects of symmetric discounting (Rs. 999 vs Rs. 1000) on consumer perception using ANOVA and post-hoc tests
- Analysis and improvement of the current tooling management system for Cummins Turbo to track 200+ tools, 2018
- New Product Development Strategy, 2019 Bogatchi Chocolates (Gourmet Chocolates)
 - Drafted a Product Innovation Charter, generated and tested product concepts for Bogatchi
 - Forecasted product sales based on ATAR, an assumption-based modelling technique
 - Conceptualized the product prototype and developed POA for market testing and product launch strategy

Engineering Projects (B.Tech)

- Hybrid System for serving contextual information, 2016
 - Devised an energy-efficient system for indoor positioning using Bluetooth beacons and computer vision (Open CV) for use in malls, airports, and museums
- Electronic Prepaid Energy Meter using Atmega Microcontroller, 2015

AWARDS

- Ranked among the top 2% teams among 3000 teams world over after bagging first place in the Marketplace Strategy Simulation, 2019
- Bagged Gold and Bronze medals in Sqay Martial Arts District and State level championships, 2010

ADDITIONAL INFORMATION

- Founding team member responsible for the creation and planning of the first debate club 'Agon' at NIT Nagpur
- Exhibited teamwork and leadership skills as a part of the only team to scale Mughda top in the Himalayan Outbound Program, 2019
- Interests: Cooking, Music (Guitar), Photography, Cricket, Bitcoin Mining