

Siddhant Tembhurnikar

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ABOUT

Product Planner at Panasonic in the Fan BU with an overall experience of 18 months and an MBA from IIM Indore. Led the product planning role in the BU, establishing the first data approach to decision making in the BU, collaborating with multiple verticals such as marketing & finance. Looking to bring a first-principles approach into product management with empathy for customers & coworkers.

EXPERIENCE

Product Planner (MT), Indoor Air Quality BU | Panasonic Life Solutions India | Mumbai **Aug 2020 - Present**

- Expedited decision making by reducing daily **MIS reporting** delay by 66%; Led pricing activities for ceiling fan warranty extensions
- Constructed a **single source of truth** for the leadership, resulting in a reduction in time spent on coordination activities by 200%
- Created a single source of truth **dashboard** by collaborating & integrating data across sales, marketing, finance, & logistics teams
- Devised new **cohort-based approach** for **Customer Analyses** resulting in improvement of scheme efficacy & customer targeting
- Built **in-house tool** reducing data cleaning time for data fetched from Oracle servers for analysis by 125% used **Python & SQL**

Intern | Quiller Marketing | Noida

Apr 2019 - May 2019

- Devised & created content marketing & social media strategy for a content marketing workshop leading to 40 sign-ups in 2 days
- Developed content marketing strategy for client projects in the co-living space working alongside the client & the target customers
- Designed tools for content marketing; Increased avg time spent on landing page by 230% using calculators, games, & storyboards

Management Trainee | HDFC Bank | Mumbai

Jul 2016 - Feb 2017

- Initiated server & application maintenance activities to reduce user issue resolution time by 25% by effective vendor management
- Spearheaded OS, Database, & application upgrade activities for applications like SFMS, CROMS by leveraging problem-solving skills
- Organised upgrades, UAT Tests, & related activities for critical NSE apps; Coordinated with vendors to reduce upgrade time by 50%

EDUCATION

Master of Business Administration (MBA) | CGPA: 2.81/4.33 | IIM Indore

2018 - 2020

Product Management & New Product Development; Pricing; Business Models; Design Thinking; Data Visualisation; Private Equity & VC; Advanced Marketing Analytics and Research; Consumer Neuroscience and Neuromarketing; Digital PR, Mobile & Influencer Marketing

B.Tech | Visvesvaraya National Institute of Technology (VNIT)

2012 - 2016

Electronics Communication and Engineering

Product Manager Nanodegree | Udacity | [Key Project](#) (link)

Oct 2020

- Built an internal product to navigate, monitor, and service Doordash's self-driving robot delivery system for last-mile deliveries
- Formulated **product strategy** for self driving delivery robots to reduce costs by 80% (\$10 to \$2) generating addl. \$480 mill revenue
- Created an **interactive prototype** ([figma](#)) after running a **Design sprint**; Designed **User Study Plan** & conducted **user interviews**
- Constructed **PRDs** covering Pain Points, TAM, Business Goals, ROI, Key Features, KPI, Marketing Guide, Pricing, Competitor Analysis
- Devised a coordination activities map using the **DACI Matrix**; Created **User Stories** & prioritised them to create a **sprint backlog**

Data Product Manager Nanodegree | Udacity | [Key Project](#) (link)

Jun 2021

- Designed MVP Launch strategy for a flying taxi service, analysing **existing taxi data in NYC & user surveys** to validate pain points
- Proposed launch plan for 5 locations for TAM of 200k, income (\$80k-\$200k); launch price \$30-\$60 based on data & survey analysis
- Outlined product objective by defining **OKRs**, 5 major KPIs, set thresholds for KPIs & defined the **KPI instrumentation strategy**
- Performed **Event Log Data Modelling** to identify data vol. increase by 173%; calculated KPIs such as session length & conversion%
- Analysed **Multivariate experiments** for statistical significance & performed **User funnel** analysis to calculate drop off % for each
- Identified & investigated segments with higher **drop off rates** using data & proposed Experiments to test new suggested features

CS50x | Harvard University | [Key Projects](#) (link)

Jan 2021

- Built a **web server** for a stockbroking portal; facilitated buy & sell stocks using **Flask**, Python, SQL, **Rest API**, HTML, CSS, JavaScript
- Constructed a **chrome extension** to search selected text on Amazon.com from right-click menu saving 80% time; used JavaScript

Applied Data Science Specialisation (100% Grade) | IBM on Coursera | [Key Projects](#) (link)

Jan 2020

- Formulated recommendation plan for a shopping mall; analysed existing locations using REST API, k-means clustering, folium ([link](#))
- Developed model using **ridge regression** to predict real estate prices of houses from a set of features using Python & **Scikit-learn**

PROJECTS

Bogatchi Chocolates (Gourmet Chocolates) | New Product Development Strategy

2019

Drafted a Product Innovation Charter | Forecasted product sales using ATAR | Conceptualised product prototype and launch strategy

Effective Symmetric Discounting | Pricing Strategy

2019

Studied and validated effects of symmetric discounting (Rs. 999 v/s Rs. 1000) on consumer perception using ANOVA & post-hoc tests

SKILLS

Programming: C, C++, Python, SQLite, JavaScript, CSS, R, MATLAB, Numpy, Sci-kit, Pandas, Jira, Folium, Seaborn, Matplotlib, SPSS

Analytical: ANCOVA, Advanced Regression, RFM Analysis, CLV Analysis, PCV Analysis, Discriminant Analysis, Factor & Cluster Analysis

Business Intelligence: Tableau, Qlik Sense, Power Bi, Microsoft Office | **Design:** Figma, Adobe Illustrator, Photoshop, Premiere Pro

ADDITIONAL INFORMATION

- Ranked among top 2% teams out of 3000 participants world over, bagging first place in Marketplace Strategy Simulation, 2019
- Exhibited teamwork and leadership skills as a part of the only team to scale Mughda top in the Himalayan Outbound Program'19
- Interests: Bitcoin Mining, Cooking, Guitar, Photography, Cricket, Gaming | Gold Medal in Sqay Martial Arts State Championship