Hrithik Jain

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product-portfolio | LinkedIn: hrithikjain

EDUCATION

BITS PILANI
B.E. Civil Engineering
2017-2022

BITS PILANI
M.Sc(Hons.) Chemistry
2017-2022

SKILLS

Proficient
SQL, Amplitude, Excel
Looker, MicroStrategy

Familiar
Python, Tableau, Clevertap,
Google Analytics

CERTIFICATIONS

Data Analysis with Python

Nextleap APM Fellowship

EXPERIENCE

ANAROCK TECHNOLOGY | Associate Product Manager
Jun 2022 - Present | Mumbai, India
- Implemented new features and updates while managing the Sales App and CRM to improve its performance and usability
- Built rental and resale project handling features in the App and CRM module, which helped in **closing 10 new clients**
- Developed and owned the roadmap for the Internal Invoicing module by working cross-functionally with the Engineering and Finance teams and ensuring its adoption within the team
- Researched & revamped the UI and added enhancements to the reimbursement portal used by the sales agents and internal employees, which **tracks monthly reimbursements of 50 lakh INR**

HACKERRANK | Product Analyst Intern
Jan 2022 - Jun 2022 | Bangalore, India
- Collaborated closely with the product team to provide support for analytics requirements, I was also offered a full-time role as an analyst
- Designed and developed a comprehensive dashboard in Looker to monitor the behavior of returning mobile interviewers
- Performed cohort analysis to monitor the drop in adoption of roles, enabling the product team to make data-driven decisions and improve user experience

JUPITER | Product Management Intern
Jun 2021 – Dec 2021 | Remote
- **Defined success metrics** for rewards program and owned analytics of rewards
- Analyzed customer queries for rewards which resulted in **improvement of CSAT by 15%** and **reduction in queries by 20%**
- Analyzed the impact of rewards program and carried out experiments which led to more than **16 lakh INR in savings** and **reduction in rewards abuse by more 80%**
- Worked with engineering and the payments product team to implement **refunds and rewards adjustments for refunded transactions** which led to cost reduction

PHARMEASY | Business Analyst Intern
Feb 2021 – Jun 2021 | Remote
- **Goal** - **Optimization of upfront payment** from the brand to get displayed on top positions which directly impacts the revenue generated by the brand
- **Classified the OTC product brands** based on 10 metrics (GMV, Margin etc.) to rank the brands based on a formulated score
- Analyzed the **distribution of funnel metrics** (Impressions, clicks, add to carts and orders) for each banner on a rank level
- **Calculated the ROI** of the brand displayed on a particular banner by assessing the Pre and Post 15 days values of 7 metrics (Search Trends, Orders etc.) using SQL, which **showed 10% increase in the revenue**

PRODUCT DECKS

Unacademy : Improving learner's experience using technology

Groww : Solving personal finance management for the GenZ

Sportskeeda : Launching a sports fans community product for sportskeeda

OYO : Improving user trust and credibility of reviews on the OYO platform