

# RAGHAV KUMAR JHA

Manager – Analytics & AI · Product & Strategy

Hyderabad, India · +91-[9069026985] · [shyaamkumarjha@gmail.com](mailto:shyaamkumarjha@gmail.com) · [linkedin.com/in/raghav-kumar-jha](https://linkedin.com/in/raghav-kumar-jha)

## EXECUTIVE SUMMARY

Product & Analytics Manager with **3+ years of experience** building data-driven products and decision systems at scale. **MBA (IIM Nagpur)** with a **Computer Science** background. Currently leading analytics, AI automation, and internal product development for a **10,000+ Cr FMCG organization**. Proven track record in transforming business problems into scalable products, improving operational efficiency, and enabling leadership decisions through analytics.

## PROFESSIONAL EXPERIENCE

### HERITAGE FOODS LIMITED

Manager – Analytics & AI

Hyderabad, India

June 2025 – Present

#### *Product Ownership & Strategic Initiatives*

- Defined Product Requirements (PRDs) & OKRs for internal analytics tools; prioritized the product backlog based on business impact, technical feasibility, and stakeholder needs.
- Owned the data integration roadmap between SAP S/4HANA and cloud systems, enabling real-time planning for finance teams. Eliminated vendor dependency and reduced manual data prep by **20+ hours/week**.
- Led territory optimization initiative using geospatial clustering (K-Means) on **900+ agents**. Redesigned beat allocation to balance coverage (2-4km radius) and minimize cannibalization, directly improving redistribution efficiency.
- Managed the 0-to-1 product lifecycle for internal digital tools, including “**Assetify**” (tracking 5,000+ assets) and a Vendor Onboarding Portal. Partnered with Ops teams to drive adoption, reducing approval turnaround times by **30%**.
- Designed and executed a pan-India market intelligence program covering **6,000+ distributors**. Synthesized data on competitive gaps to influence territory rollout and route-to-market decisions.

#### *Data Engineering & AI Automation*

- Built AI automation agents (LangChain + LLMs) to solve finance bottlenecks. System autonomously parses unstructured invoices and bank statements, converting them into SAP-compatible formats with **95% accuracy**.
- Engineered Big Data pipelines processing **10+ Crore** farmer-level transaction rows. Applied RFM Segmentation to identify churn risks and optimize procurement quality across 150+ centers.
- Democratized data access by replacing static reports with a self-serve Power BI ecosystem. Used weekly by regional leadership to review performance across a **6.6 Cr/day** revenue stream.

### HERITAGE FOODS LIMITED

Management Intern (Analytics)

Hyderabad, India

April 2024 – June 2024

- Delivered a Market Basket Analysis (Apriori) to identify cross-sell opportunities, contributing to improved product bundling strategies.
- Built a Demand Forecasting Model for perishable SKUs (Curd), helping reduce expiry-related losses; secured Pre-Placement Offer (PPO) based on performance.

### POLESTAR SOLUTIONS AND SERVICES

Software Developer (Full Stack)

Noida, India

July 2022 – June 2023

- Developed and deployed production-grade web applications using Python (Flask/Django) and React.js, managing the full SDLC from database design to frontend execution.
- Collaborated with cross-functional teams to ship robust API integrations, reducing system latency by **15%**.

## EDUCATION

### INDIAN INSTITUTE OF MANAGEMENT (IIM), NAGPUR

Master of Business Administration (MBA)

Nagpur, India

2023 – 2025

### G.B. PANT GOVT. ENGINEERING COLLEGE (GBPEC)

B.Tech in Computer Science & Engineering

Delhi, India

2018 – 2022

## SKILLS & TOOLS

- Product & Strategy:** Product Lifecycle (0-to-1), PRDs, OKRs, Backlog Management, User Stories, Agile/Scrum.
- Analytics & Data:** SQL (Advanced), Python (Pandas), Forecasting, RFM, Market Basket, Segmentation.
- Data Platforms:** SAP S/4HANA (OData), AWS (S3, EC2), Anaplan, Power BI, Tableau.
- AI / ML:** Scikit-learn, LangChain, LLMs (RAG), Geospatial Analysis (Folium), Git, Jira.
- Strategy & Metrics:** KPIs, A/B Testing, Experiment Design, Business Metrics, Funnel Analysis.