RAGHAV KUMAR JHA

Manager – Analytics & AI · Product & Strategy

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EXECUTIVE SUMMARY

Product & Analytics Manager with **1.5+ 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 **3,500+ 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   Hyderabad, India
Manager – Analytics & AI   June 2025 – Present

Product Ownership & Strategic Initiatives

- **Defined Product Requirements (PRDs) & OKRs** for internal analytics tools; prioritized the product backlog based on business impact, resulting in a **20% increase** in feature adoption rates among zonal teams.
- **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**.
- **Launched "Purity ka Report Card,"** a consumer-facing product enabling QR-based quality verification. Automated batch-wise report generation for the Quality team, bridging the gap between manufacturing data and consumer trust.
- **Designed and executed a pan-India market intelligence program** covering **6,000+ distributors**. Synthesized data on competitive gaps to identify and target **high-potential revenue opportunities** across new territories.
- **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%**.
- **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.

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   Hyderabad, India
Management Intern (Analytics)   April 2024 – June 2024

- **Architected a real-time recommendation engine** using Market Basket Analysis (Apriori) for sales reps to identify cross-sell opportunities, directly influencing product bundling strategies.
- Built a **Demand Forecasting Model** for perishable SKUs (Curd) using Python & SPSS, achieving **90%+ accuracy** to minimize expiry losses; secured **Pre-Placement Offer (PPO)** based on performance.

POLESTAR SOLUTIONS AND SERVICES   Noida, India
Software Developer (Full Stack)   July 2022 – June 2023

- **Led a cross-functional team of 5+** (Developers, Data Engineers, QA) to deliver **3 high-impact web applications** using Python (Django) and React.js under tight deadlines.
- **Spearheaded client engagement** by managing live product demonstrations and feedback loops, successfully bridging the gap between technical execution and business requirements.

EDUCATION

INDIAN INSTITUTE OF MANAGEMENT (IIM), NAGPUR   Nagpur, India
Master of Business Administration (MBA)   2023 – 2025

G.B. PANT GOVT. ENGINEERING COLLEGE (GBPEC)   Delhi, India
B.Tech in Computer Science & Engineering   2018 – 2022

POSITIONS OF RESPONSIBILITY

- **President, Toastmasters Club (IIM Nagpur):** Led a 35+ member team to organize 15+ events; implemented feedback loops that increased member satisfaction by **20%** and reduced event cancellations by **18%**.

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.