

RAGHAV KUMAR JHA

Manager – Analytics & AI · Product & Strategy

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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, 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**.
- 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 identify and target **50 Cr+** in uncaptured revenue opportunities across new territories.

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

- 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

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.