

# 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

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**.
- **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

Hyderabad, India

Management Intern (Analytics)

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

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

## 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.