MEDHA AHUJA

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Product management professional with over three years of experience driving customer-centric solutions and digital innovation in B2C and B2B settings. Known for a collaborative, data-driven approach to product development, a keen understanding of the digital economy, and a passion for building scalable products that optimize user experience.

WORK EXPERIENCE

Product Manager, Product   Graphy by Unacademy - Bengaluru, India   *Feb 2023- Present*
- Developed AI Avatars feature with agentic tools, reducing learners' support queries by 60% and driving 25% conversion to paid users.
- Launched scalable self-serve onboarding flow that drove 30% increase in signup-to-activation rate, reduced community creation time by 99%, and achieved adoption by 500+ creators serving 50 lac+ users within 60 days.
- Integrated community module in Graphy course platform, leading to an 18% increase in MRR and a 2.5x boost in daily active sessions by enabling seamless user navigation and advanced community experience.
- Executed data-driven SEO overhaul using SheerSEO analytics to identify high-value keywords, optimized images for faster loading, improved website architecture, and enhanced content indexing, resulting in 10% organic traffic increase within 3 months.
- Introduced course subscription pricing plans via Stripe & PayPal in US market, improving monetization by 8% MoM and NPS by 12%.

Associate Product Manager, Product   INFINITY LEARN- Hyderabad, India   *May 2022- Feb 2023*
- Launched the flagship SCORE scholarship test, achieving ₹10 million+ in revenue and engaging over 10 lac users within the first quarter.
- Revamped test UX into an 'anytime' model based on user feedback, boosting participation rates by 20% & reducing drop-offs by 35%.
- Designed a gamified learning loop (badges, coins, leaderboard), increasing average session time by 30% & weekly retention by 22%.
- Implemented search feature using OpenSearch, resulting in 26% CTR on learning content and a 3x boost in long-tail content discovery.

Product Trainee, CEO's Office   INFINITY LEARN- Hyderabad, India   *Jan 2022-May 2022*
- Built a cross-functional analytics dashboard with department KPIs, streamlining leadership reviews and cutting reporting time by 40%.
- Integrated Amplitude for granular user behavior tracking, uncovering the top 3 drop-off points, and influencing key product iterations.

INTERNSHIPS

Product Analyst Intern   Urban Company, India   *Sep 2021- Oct 2021*
- Partnered with 5 cross-functional teams to design real-time dashboards, reducing leadership decision-making time by 30%.
- Optimized operational spend by 10% through deep analysis in Snowflake SQL, uncovering inefficiencies across top 3 service verticals.

Data Analyst Intern   Inc42 Media, India   *March 2021- May 2021*
- Analysed start-up funding data, automated the process in Python, and supported 25 Mn+ tech leaders per month to gain insights.
- Managed 'The Makers Summit' event with 10k product leaders on Hubilo; supervised 10+ WA groups with 10% conversion rate.

PROJECTS

ProductSuite | AI survey tool for PMs   Jan 2025
Co-Founder
- Built an AI-powered survey platform for PMs that generates dynamic follow-up questions, cutting feedback collection time by 60%.
- Onboarded 50+ beta users within the first 2 weeks and generated actionable insights, improving their product iteration cycle by 30%.

Swiggy | Conceptualised a new feature to solve the 'What to eat' problem   *Feb 2022*
Product
- Authored PR-FAQ to introduce "Swiggy Match," a smart food recommender to reduce decision fatigue & improve order time by 40%.
- Designed a gamified chatbot using food preferences + behavioral data, reducing bounce rates by 20% on the app's homepage.

Plan Money | Built a money planner app to help early adults manage expenses better   *June 2021*
Founder
- Built a no-code personal finance tracker in 7 days to help Gen Z users budget & invest, the app hit 100+ downloads in 5 days.
- Enabled users to explore 5+ investment avenues through an intuitive UI, boosting daily active usage by 25% in the first week.

EDUCATION

Stoa School, India | *General Management Program*   *Jan 2022-Apr 2022*
- Worked in teams on case studies covering the domestic start-up ecosystem and different mental models
- Gained hands-on experience in business strategy, product marketing, brand development & venture creation

Guru Gobind Singh Indraprastha University, New Delhi | *Master of Arts, Economics*   *July 2019 – Aug 2021*
- Scored CET Rank 23 and achieved the second-highest percentage
- Devised a thesis on corporate governance and its impact on the financial performance of the firms in India

TOOLS

Chatgpt, Claude, Slack, JIRA, Figma, Whimsical, SQL, Advanced Excel, Python, Power BI, Tableau, Zapier, Notion, Mixpanel, Amplitude, Google Analytics, Google Tag Manager, Webengage, Amazon S3