

PRERNA JHA

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PROFILE

- Product Manager with 8+ years of experience** driving data-informed product growth across gaming and consumer platforms. Currently pursuing an M.S. in Business Analytics at Purdue University, with a proven record of scaling products to 10M+ users through analytics, experimentation, and cross-functional leadership.
- Skills:** Product Strategy, Product Analytics, Experimentation & A/B Testing, Cohort & Funnel Analysis, KPI Design, Growth & Monetization, SQL, Python, Data Visualization, Cross-Functional Leadership

EDUCATION

Purdue University, Daniels School of Business <i>Master of Business Analytics and Information Management, GPA: 3.7/4.0</i>	West Lafayette, IN August 2026
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Savitribai Phule Pune University <i>Bachelor of Engineering(Electronics and Telecommunications)</i>	Pune April 2011
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PROFESSIONAL EXPERIENCE

Moonglabs Pvt Ltd <i>Senior Product Manager</i>	New Delhi, India August 2022 - May 2024
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- Owned product vision and roadmap for a high-scale mobile platform, scaling to 10M+ users and achieving 42% DAU growth through data-led decision-making, predictive analytics, and KPI-driven prioritization.
- Applied experimentation insights, cohort analysis, and SQL-based analytics to inform product decisions, resulting in a 15% retention uplift and \$12K+ in incremental revenue.
- Led end-to-end delivery of 15+ production features informed by behavioral analytics and telemetry, increasing session depth by 18% and shaping long-term retention strategy.

Studio nCore Pvt Ltd <i>Senior Product Manager</i>	Bangalore, India February 2021 - July 2022
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- Drove product roadmap planning across multiple game titles, improving user retention by 25% through structured prioritization, KPI definition, and lifecycle planning informed by market and user insights.
- Applied cohort analysis, funnel diagnostics, and SQL-based reporting to identify drop-offs and optimize acquisition flows, revamping install-to-user conversion by 18% while diminishing inefficiencies across acquisition channels.
- Established telemetry-driven monitoring and post-launch performance reviews to evaluate feature health, reduce release issues by 20%, and strengthen gameplay stability.

Jetsynthesys Pvt Ltd <i>Senior Product Manager</i>	Pune, India March 2018 - February 2021
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- Led feature lifecycle strategy across major releases, supporting 42% DAU growth and 1M+ downloads through coordinated planning, cross-functional execution, and release governance.
- Designed monetization and engagement strategies using behavioral segmentation, driving a 34% revenue uplift.
- Applied performance analytics to refine gameplay loops, improving engagement metrics by 22%.

Reliance Games Talentica Software Audience Science <i>Product Manager</i>	Pune, India October 2011 - March 2018
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- Optimized ad performance using SQL-based reporting, audience segmentation, and targeting logic, improving eCPM by 20%, CTR by 15%, and fill rates by 30% across digital platforms.
- Streamlined reporting and automation workflows in partnership with engineering teams, reducing manual reconciliation by 40%, improving data latency by 25%, and strengthening downstream analytics reliability.

ACADEMIC PROJECTS

- Predictive Financial Risk Modeling:** Built ML models (LightGBM, XGBoost) to assess firm financial risk, enabling data-driven credit decision-making and portfolio risk reduction.
- Causal Marketing & Retention Analytics:** Applied causal inference and Python-based modelling to optimise incentive strategies, generating \$3.4M in projected revenue impact.
- Enterprise Data Forecasting & Strategy: Leveraged SQL and data modelling to transform organisational data into actionable forecasts supporting strategic planning and growth decisions.**
- Technology Adoption & Product Strategy Analysis:** Evaluated Google Glass and Apple Newton to assess product-market fit, scalability constraints, and adoption barriers across emerging platforms.

LEADERSHIP ACTIVITIES

- Served as Secretary of the Rotaract Club (2009–2011), leading multi-event education initiatives, coordinating volunteers, and expanding learning access for 100+ women in rural communities.
- Volunteered from 2004-2007 at Oxygen Movement, an NGO for education of underprivileged.