Priyam Gupta

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EDUCATION:

University of South Florida, Tampa, FL   **Expected Graduation: May 2025**
MS in Business Analytics and Information Systems – Data Science, Fall 23 (GPA: 3.78/4)

Narsee Monjee Institute of Management Studies, India   **Aug 2016 - May 2018**
Master of Business Administration (MBA), Business Intelligence and Analytics (GPA: 2.8/4)

Narsee Monjee Institute of Management Studies, India   **Jun 2013 – July 2016**
Bachelor of Technology, Civil Engineering

Relevant Coursework: Data Mining (Python), Advanced Database Management (SQL), Analytical Methods for Business (R), Data Structures and Algorithms, Big Data, System Design, Distributed Systems, Cloud Computing

TECHNICAL SKILLS:

Core Skills: Market & Competitor Research, UX Wireframing, Creating User Stories, Roadmap Creation, Data Mining, Analytics and Visualization, Customer Feedback Analysis, Feature Prioritization, Agile, Scrum, Product development life cycle Management
Tools: Python, R, SQL, C#, JIRA, Microsoft Azure, Figma, Kibana, Clevertap, Tableau, Google Analytics, Notion, Power BI, draw.IO
Machine Learning: Scikit-Learn, PyTorch, TensorFlow, Matplotlib, NumPy, Pandas, NLP, Computer Vision
Databases: MSSQL, PostGreSQL, NoSQL (MongoDB), Hive, Apache Spark, Apache Airflow, Databricks, AWS Redshift, AWS Glue

EXPERIENCE:

Jio Platforms Ltd.

Video on Demand Application   *Product Manager*   **Oct 2020 - July 2023**
- I Led the launch of JioTV+, a video content aggregation platform on Jio Set Top Box by managing a cross-functional team of 20; successfully scaled it up to 10mn users in 1 year.
- Spearheaded content partnerships and integrations for JioTV+ with Star, Sony, Viacom 18, Amazon, Netflix, Lionsgate. Universal and Discovery, catapulting content engagement
- Enabled new monetization avenues by launching 2 advertisement spots, generating an additional revenue of $2.5Mn in one quarter.
- Steered the voice search and recommendation charter for JioTV+, successfully launching and enhancing it iteratively, leading to a 45% increase in video content engagement.
- Launched Live TV section in JioTV+; post conducting 200+ user interviews, 30+ focused group studies resulting in 80% in content clicks and increasing click to view conversion by 2x.

ML Based B2B Solutions   *Associate Product Manager*   **Nov 2020 – Jun 2021**
- Led the launch of JioFace, an in-house developed face recognition solution used for attendance, visitor management system and security surveillance; distributed it across 10 Jio Campuses and 30k employees.
- Leveraged in-house developed OCR technology to drive the development of JioANPR, an automatic number plate recognition solution; installed the solution in Reliance's Navi Mumbai campus effectively **handling traffic of 20k vehicles weekly**.
- Identified user pain points by interviewing 100+ security personnel across campuses, conducted 20+ focused interviews leading to a **CSAT score of 98%**
- Achieved an **accuracy score of 95%** for JioFace and **90%** for JioANPR, proving the pilot successfully and paving the way for B2B sales initiation.

OTT Application   *Product Analyst*   **Jun 2019 - Aug 2019**
- Consolidated partnerships for pre-integration of JioCinema TV application on Android TV, Amazon Firestick, MI TV & Samsung TVs, yielding a **40% increase in average monthly active users** in two quarters.

PROJECTS:

Blood donation Module for JioHealth   **Sep 2019**
- Designed, developed, and integrated the blood donation module in the Jio healthcare application. This module helped employees all over India to search and register for blood donation drives in Jio campuses in their location.

Credit Card Customers Churn Prediction   **Nov 2023**
- Performed step by step analysis for predicting credit card customer churn. Leveraged Exploratory data Analysis to identify dependent variables and their correlations.
- Evaluated different Machine learning models like Logistics Regression, Ridge Classifier, Random Forest classifier, KNN, Decision Tree, XG Boost and Parameter Tuning to determine the accuracy and select the best predicting model.

Business Case for The Ken   **Jul2022**
- As part of GrowthX Cohort 2022 designed a business case for The Ken (Business Newsletter) to increase its paid subscriber base from 30k to 100k in a period of 12 months.
- Performed 50+ Customer calls to create ICPs, performed detailed app analysis to create strategies for acquisition, onboarding, engagement, and retention of customers along with estimated percentage of users getting onboarded to reach the subscribed user goal. Presented the case to the Panel of Founders on GrowthX demo Day.