WORK PORTFOLIO

Rishbha Godara

PRODUCT MANAGER

"If you're competitor-focused, you have to wait until there is a competitor doing something. Being **customer-focused** allows you to be more pioneering." - **Jeff Bezos**

ABOUT ME

A data-driven Product Manager with a passion for creating **Consumer-Facing Digital Products** that are simple, intuitive, and so incredibly useful that people use them more than twice a day.

Over the past 6 years, I have consistently enhanced customer satisfaction and driven business performance across diverse sectors, including technology, insurance, healthcare, and education.

- Achieved over **150% reduction in user pain points** across multiple industries by analyzing user behavior and implementing rigorous user testing.

- Successfully **shipped 10+ products and features**, resulting in an avg. 10% increase in adoption and a 40% reduction in churn, all through strategic, data-driven decisions.

- Led cross-functional teams in **6+ countries**, delivering products faster and with higher quality by optimizing workflows and integrating customer feedback.

I'm excited to bring my experience and passion to build in industries where the user journey and product innovation are paramount.

NAVIGATION MENU

ACADEMIC PROJECTS

- #1 Non-profit Digital Transformation
  - **Skills**: User Personas, Requirements Gathering, Roadmap Development, High-level System Architecture
- #2 GenAI Product for Tech Career-Prep
  - **Skills**: AI/ML, Market Analysis, User Research, Product Strategy, Team Leadership

WORK PROJECTS

- #1 Cancer Telehealth App - Feature Enhancement
  - **Skills**: Data-Driven Decision Making, Stakeholder Management, Data Analysis, User Research, Roadmap Development, Agile Methodology
- #2 SaaS Product Redesign
  - **Skills**: User Experience (UX), Product Strategy, Product Roadmap, Agile Methodology, Leadership & Communication, Stakeholder Management
- #3 Marketing Funnel Automation
  - **Skills**: Process Improvement, Ownership, Technical Proficiency, Team Leadership

ACHIEVEMENTS

ACADEMIC PROJECT #1

PROBLEM:
FARM, a non-profit focused on sustainable agriculture, faced challenges in managing a complex network of seed donations, events, and over 20,000 users spread across 30 states due to **manual processes** and **data fragmentation**.

APPROACH:
To address these issues, we strategised a centralized web and mobile platform utilizing AWS cloud technology. By **automating 7+ key business processes**, we significantly improved efficiency and reduced operational costs. Our solution prioritized scalability, user experience, and data-driven decision making to support FARM's growth and mission.

SOLUTION HIGHLIGHTS:
- **Modular Architecture**: Implemented a microservices architecture to create tailored services for seed donation, event management, volunteer coordination, and other core functions.
- **Centralized Data Management**: Established a robust relational database to consolidate and manage critical data, providing a single source of truth.
- **AI-Powered Insights**: Leveraged ML to analyze historical data, identify trends, and generate predictive models.
- **LLM Chatbot**: Deployed a chatbot to provide FARM users with easy access to information and streamlined interactions.

TECH STACK:
- Robust Cloud Infrastructure: Leveraged AWS for a scalable and resilient platform, utilizing **EC2**, **EKS**, **RDS**, and **MSK** for compute, database, container orchestration, and real-time data processing.
- Enhanced Security: Implemented robust **OAuth protocols** and **RBAC** for secure user authentication and authorization.
- Seamless Integrations: Integrated with external platforms like Microsoft Office Suite and Youtube through **APIs** to expand functionality and user experience.

RESULTS & IMPACT

- **2nd Place in the Student IT Architecture Competition 2024** - Recognized for exceptional skills in product roadmap and technical solution.
- **Data-Driven Decision Making:** Leveraged AI and ML to optimize resource allocation, leading to improved decision-making and a 500% increase in resource utilization.

ACADEMIC PROJECT #2

PROBLEM:
The competitive tech job market often leaves job seekers grappling with vague job descriptions that obscure necessary skills. This ambiguity leads to **inefficient interview preparation** and missed opportunities, as existing platforms offer generic solutions that don't cater to specific roles or organizations.

APPROACH:
We developed **TalentNest AI**, an AI-driven platform that personalizes interview preparation by generating job-specific questions and precise answers. Key steps included:

- **Product Requirement Analysis:** Identified the need for tailored preparation through analysis of job descriptions and skills.
- **Question Generation:** Leveraged Large Language Models (LLMs) and embedded techniques to generate relevant interview questions based on job descriptions.
- **Answer Generation:** Implemented optimized pre-trained models for SQL and Python questions, balancing accuracy with resource constraints.

SOLUTION HIGHLIGHTS:

- Combined keyword retrieval with LLMs to produce **job-specific interview questions**.
- Utilized **Hugging Face models** like "pip-sql-1.3b" and "python-assistant-3b" to deliver accurate coding solutions and Cosine similarity for evaluating embedding relevance.
- **Freemium Business Model:** Offered basic features for free, with advanced options available in paid tiers (Pro and Elite).
- Expanded platform utility through **Corporate and Educational Partnerships**, enhancing value for both companies and institutions.

METRICS USED:

- **Relevance (Precision):** Evaluated how closely generated questions aligned with job descriptions, as a ratio of relevant questions to total questions shown.
- **Correctness (Correct Ratio):** Assessed the accuracy of model-generated answers, as a ratio of correct answers to all answers.
- **Engagement (MAU, Completion Rate):** Tracked Monthly Active Users and task completion rates to gauge user engagement and content effectiveness.

RESULTS & IMPACT

- **Market Recognition:** Won the Golden Goose 2024 award for product-market fit and GTM strategy, validating its impact on the tech job market.
- **Scalability and Growth:** Positioned for future expansion, including direct hiring features, supported by a scalable business model with an average operating margin of 75%.

PROJECT #1

Driving Growth for a Cancer Telehealth App with a User-Friendly Enhancement

Rapidly growing Series-A telehealth startup focused on personalized cancer care, connecting patients and families with expert doctors and essential services. The company has partnered with 1.5k+ experienced oncologists, served over 100k patients and built 500+ cancer centers across India.

PROBLEM:
Our cancer telehealth app was faced with poor conversion rates for users booking doctor consultations. Analysis revealed that 70-80% of users, primarily older patients seeking second opinions, dropped off at the document upload stage due to technical challenges.

APPROACH:
1. **Pain Point Identification:** Analyzed data from 250K Monthly Active Users (MAUs) to identify drop-off points and user pain points during the appointment booking process.
2. **Feature Enhancement:** Proposed and piloted a camera scan functionality to allow users to easily upload required documents directly from their devices.
3. Defined key **success metrics** and **collaborated** with engineering and cross-functional teams to implement and pilot the feature in Bangalore, India.

RESULTS:
1. **Reduced Drop-Off Rates**: Achieved a 56% reduction in drop-off rates by simplifying the document upload process with the camera scan feature.
2. **Increased Conversions**: Delivered a 130% increase in second opinion conversions during the pilot phase.
3. **Scalable Impact**: Successfully scaled the feature across 12 cities, leading to 80% of the company's revenue coming from second opinion services within six months.

HIGHLIGHTS

- **Customer Obsession:** I prioritized understanding and addressing a critical user pain point, leading to a significant improvement in the user experience.
- **Ownership:** I took initiative to identify the problem, propose a solution, and drive the solution from ideation to its implementation, exhibiting strong commitment.
- **Delivered Results**: I exceeded expectations by achieving a significant increase in second opinion conversions, demonstrating the effectiveness of my solution.

PROJECT #2

Saas based interior design high-growth startup (seed-stage) with an annual revenue of $2.71M. The platform manages end-to-end project delivery including design, procurement, and execution. Delivered over 1 million square feet of office space across 150+ projects in 20+ cities in 3 years.

PROBLEM:
The initial MVP for the interior design app faced a high drop-off rate due to a complex user journey that lacked clarity and purpose. The app struggled to effectively transform and digitize interior design consultations.

APPROACH:
To address this issue, I hypothesized that the existing user journey was a significant contributor to poor user engagement. Despite initial resistance from the business and engineering teams, I advocated for a low-cost user experiment through a beta test. I assembled a focus group to test the my hypothesis and identify the root causes of high churn. Based on the insights gathered, I proposed the following improvements to streamline the user journey and enhance guidance:

1. **Clearer Explanations:** Added an overview screen outlining the number of required steps and estimated time to complete the entire process.
2. **Progress Tracking:** Implemented a progress bar and exit button on all screens to allow users to save their progress and continue later.
3. **Editing Flexibility:** Enabled users to edit their choices on the summary page for greater customization.
4. **Streamlined Onboarding:** Reduced the number of initial questions and refined the underlying machine learning algorithm.

RESULTS:
1. **Reduced Drop-Off:** The simplified user journey resulted in a 45% decrease in drop-off rates compared to the beta version.
2. **Increased Conversion:** User adoption improved by 7%, demonstrating the positive impact of the changes on the overall user experience.

HIGHLIGHTS

- **Invent and Simplify:** I introduced innovative features like the progress bar and exit button, streamlining the user journey and reducing complexity.

- **Have Backbone; Disagree and Commit**: I persisted in advocating for my proposed changes despite initial resistance, demonstrating resilience, determination and belief in my judgement.

PROJECT #3

Saas based interior design high-growth startup (seed-stage) with an annual revenue of $2.71M. The platform manages end-to-end project delivery including design, procurement, and execution. Delivered over 1 million square feet of office space across 150+ projects in 20+ cities in 3 years.

PROBLEM:
Manual lead consolidation from multiple channels was a time-consuming and error-prone process, hindering the efficiency of the sales team. This inefficiency resulted in delayed client engagement and reduced conversion rates.

APPROACH:
To address these challenges, I implemented a data-driven approach focused on optimizing the **Average Reply Time (ART) metric**. I designed an automated reporting system using Apache Airflow to provide the sales team with immediate, actionable insights.

1. **Automated Data Pipeline**: Orchestrated a Python-based data pipeline to extract, transform, and load leads from various channels into a standardized format. This ensured near-real-time processing and built-in quality checks.
2. **Real-time Reporting**: Created a user-friendly dashboard that provided the sales team with daily, actionable insights. This enabled them to prioritize leads effectively and respond promptly.

RESULTS:

1. **Significant Time Savings:** Reduced lead processing time from 14 hours to under 2 hours, enabling faster client engagement.
2. **Enhanced Conversion Rates:** Improved decision-making for Marketing team with daily, actionable insights, leading to a 20% increase in conversion rates.
3. **Increased Operational Efficiency:** Freed up sales team resources, allowing them to manage and convert a higher volume of leads, boosting overall throughput.
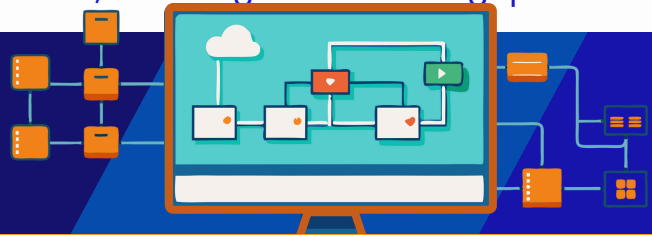
HIGHLIGHTS

- **Invent and Simplify**: I developed a scalable and efficient data pipeline to automate lead processing, reducing manual effort and errors.

- **Think Big**: I envisioned a future where the sales team could focus on high-value activities by automating routine tasks, leading to improved overall performance.

- **Learn and Be Curious**: I continuously monitored the performance of the solution and made adjustments as needed to ensure ongoing improvement and value delivery.

ACHIEVEMENTS

- **2nd Place, Student IT Architecture Competition 2024** - Awarded for the FARM: A Digital Transformation project, showcasing expertise in product strategy and technical architecture.

- **Golden Goose 2024 Award** - Recognized for TalentNestAI, an AI-powered product designed for role-specific career preparation, praised for its strong product-market fit and highly feasible go-to-market strategy.

- **Best Presenter Award** - Honored for outstanding presentation of TalentNestAI.

- **Foster School MSIS Cybersecurity 2024 Case Competition Winner** - Championed a winning cybersecurity solution for a Pharma MNC undergoing a merger.

- **Customer Champion 2021 Award -** Recognized for significantly improving user engagement and reducing drop-off rates, demonstrating a focus on customer satisfaction for the cancer telehealth app at GenY Medium.

- **"Pat on the Back"** Award (2016 & 2017) - Commended for outstanding work on the Claims Search module at AIG and for leading a team that achieved the highest number of bug fixes, demonstrating leadership and product improvement capabilities.

STAY IN TOUCH

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