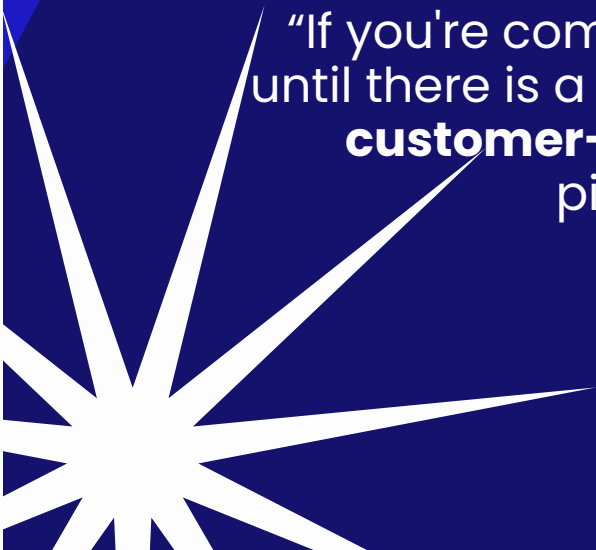# WORK PORTFOLIO

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 results-oriented Product Manager with a passion for building products and services that are simple, intuitive and so incredibly useful that people use them more than twice a day.

- Successfully mentored **18+ junior team members** leading to an average 12% improvement in project delivery timelines across multiple projects.

- Skilled at leveraging data to enhance CX and improve product performance by tracking user behavior, implementing user testing and achieving over **150% reduction in pain points** across **5+ industries** (healthcare, finance, education, technology, and insurance).

- Excited to leverage my **international experience** working on projects in 6+ countries to optimize program execution through process improvement and automation, enabling teams to deliver faster, with higher quality, and at lower cost.

STAKEHOLDER
VISUALIZATION
OPTIMIZATION
CLOUD
ETL/ELT
CUSTOMER
DATA
SDLC
MANAGEMENT
ANALYSIS
PROCESS DOCUMENTATION

FARM : A DIGITAL TRANSFORMATION

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 developed 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:

Our solution delivered a transformative impact on FARM's operations. Key highlights include:

- **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.

RESULTS & IMPACT:

- **Streamlined Operations:** Significantly reduced operational costs and increased efficiency through process automation and data consolidation.
- **Data-Driven Decision Making:** Leveraged AI and ML to optimize resource allocation, leading to improved decision-making and a 500% increase in resource utilization.
- **Enhanced User Experience:** Delivered a seamless user experience through intuitive interfaces, an AI-powered chatbot,and personalized interactions.

TECHNOLOGY 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.

PROJECT #1

OPTIMIZING STAFF ALLOCATION FOR ENHANCED STUDENT SUPPORT AT DRS

The DRS department at the University of Washington supports approximately 50,000 students per quarter, offering tailored assistance for various disabilities, including physical, health-related, learning, sensory, and psychological conditions.

PROBLEM:
The Disability Resources for Students (DRS) department faced inefficiencies in allocating support staff during final exams week, leading to inconsistent support for students.

APPROACH:
1. **Data Analysis and Forecasting**: Analyzed five years of historical data to identify trends in exam scheduling and peak demand for support staff.
2. **Predictive Model Development**: Developed a predictive model to estimate daily exam volumes and staffing needs and created a dynamic resource allocation plan.
3. **Stakeholder Engagement**: Presented findings and recommendations to the Director and Operations Manager at DRS. Coordinated with the UW Board of Directors to advocate for additional funding based on the data-driven insights.

RESULTS:
1. **Operational Efficiency**: Reduced student wait times by 20% and saved 15% on operational costs.
2. **Cost Savings**: Reduced operational costs by 15% through improved resource utilization.
3. **Increased Funding:** Secured an additional $100,000 in funding for the 2024-2025 academic year.

HIGHLIGHTS

- **Positive Student Impact:** Improved the quality of support, ensuring timely and consistent accommodations during peak periods, enhancing overall student satisfaction.

- **Cross-Functional Collaboration:** Effectively worked with multiple teams, including operations, program managers, and senior stakeholders, to implement and advocate for the new resource allocation strategy.

PROJECT #2

STREAMLINING SALES REPORTING WITH AUTOMATED DATA INTEGRATION

Officebanao is a seed-stage startup revolutionizing office creation and management through a technology-driven platform that integrates design, procurement, and execution processes. In just two years, they have delivered over 1 million square feet of office space across 150+ projects in 20+ cities.

PROBLEM:
Manual lead consolidation from multiple channels was time-consuming and error-prone, hindering sales team efficiency.

APPROACH:
1. **Optimization Focus:** Prioritized reducing the *Average Reply Time* (ART) metric, setting up an automated reporting system that provided immediate, actionable insights for the sales team.
2. **Automation with Apache Airflow:** Designed and implemented an automated data pipeline using Python scripts to extract, transform to standardized data formats, and load leads, ensuring near-real-time processing with built-in quality checks.

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.
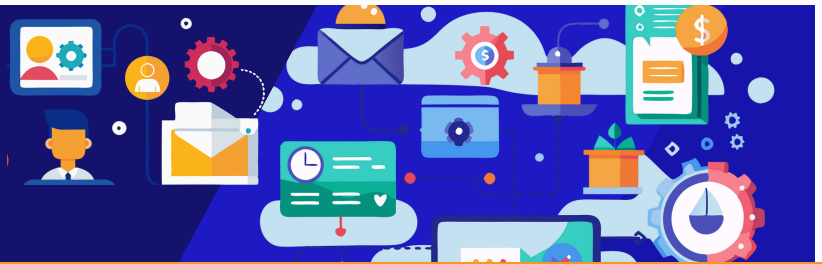
HIGHLIGHTS

- Automated sales reporting, significantly boosting lead handling speed and accuracy.
- **Quality Assurance:** Implemented data quality checks for consistent and reliable reporting.
- **Data-Driven Strategy:** Equipped pre-sales team with real-time data to optimize strategic decisions and marketing campaigns.

PROJECT #3

OPTIMIZING USER EXPERIENCE AND ENGAGEMENT FOR A CANCER TELEHEALTH APP

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 15+ experienced oncologists, served over 3,500 patients and built 7+ cancer centers across India.

PROBLEM:
Our cancer telehealth app faced challenges in acquiring and retaining users, with many dropping off during the appointment booking process due to the complexity of appointment booking process.

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**: Implemented a camera scan feature for easy and secure document uploads, reducing friction in the user journey.
3. **GTM Strategy Optimization**: Refined the Go-To-Market strategy by targeting only users looking for second opinion and promoting the app's simple 5-step UI for appointment booking.

RESULTS:
1. **Increased Engagement**: Boosted average user engagement time by 200% through an intuitive 5-step UI.
2. **Reduced Drop-Off Rates**: Achieved a 56% reduction in drop-off rates by simplifying the document upload process with the camera scan feature.
3. **Improved Acquisition**: Successfully acquired a strong initial user base by focusing on second opinion seekers.

HIGHLIGHTS

- **Strategic Enhancements:** Identified critical user challenges and implemented solutions that significantly improved user experience.

- **Insightful Analysis:** Used advanced data analysis to inform and guide product improvements and marketing strategies.
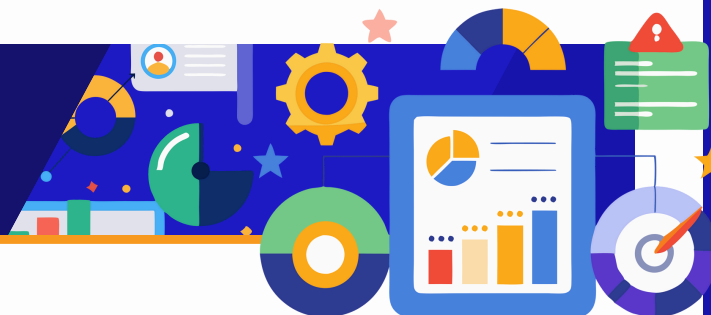
ACHIEVEMENTS

- **2nd Place, Student IT Architecture Competition 2024** - Awarded for the FARM: A Digital Transformation project.

- **Golden Goose 2024 Award** - Recognized for TalentNestAI, a product with a strong product-market fit and the most feasible go-to-market strategy.
- **Best Presenter Award** - Honored for TalentNestAI.

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

- **Best Marketer 2021 Award** - Recognized for outstanding marketing efforts for a cancer telehealth app at GenY Medium.

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

STAY IN TOUCH

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