

SHILPI AGRAWAL

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Education

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE (BITS Pilani)

Bachelor of Engineering (B.E.) Manufacturing Engineering, CGPA 8.55/10

Pilani, IN

Aug 2013 - May 2017

Experience

MOHALLA TECH (ShareChat and Moj)

Bengaluru, IN

ShareChat 500M+ Google Play downloads and 130M monthly active users (MAU), Moj 50M+ Google Play downloads

Product Lead

Mar 2020 - Present

Product roadmapping, research, gathering requirements, feature prioritization, launch and stakeholder management

- Reduced cost of USD 100K per month by launching an internal tool to enable scheduling of targeted webhook notifications. Trained 60+ members of operations team to use this internal tool
- Increased notification click through rate (CTR) by 30% and delivery rate by 15%, leading to an overall increase of 3% in D1 app retention by rolling out successful A/B tests and prioritizing features with RICE framework
- Fixed long-standing user pain point of not being able to turn off, mute, discover notifications selectively by launching new notification window and settings. Prioritized users' digital wellbeing in the product roadmap.
- Defined product vision, strategy and OKRs, leading team of six for notifications. Notifications constitutes 25% and 10% of daily active users (DAU) on ShareChat and Moj respectively
- Researched and constructed product roadmap for Trust and Safety to horizontally manage product requirements

Product Analyst

Mar 2019 - Feb 2020

- Increased uploaded video content (UGC) by 15% by designing, launching and analyzing experiment for preview
- Defined healthy topics as well as formed data-driven insights to increase healthy topics on platform by 2.5X
- Audited Champions payment program (creator monetization) with a budget of more than USD 150K per month. Developed an analytical model to detect fraudulent activities with 90% accuracy
- Analyzed A/B test to launch new video player with 30% rise in engagement & 3X increase in followers per creator

VMOCK

Gurugram, IN

Product Analyst

Sept 2017 - Mar 2019

Reported directly to co-founder and head of product to develop new products and models

- Led a team of five to launch 'smart student search' for employers' talent acquisition team to connect them with relevant candidates. ML techniques and AHP algorithm used in model to score on relevance and calibre
- Launched multiple modules for smart career management centers and students including coaching appointments, interview scheduling, events in 5+ universities like Stanford
- Managed 3-member team to detect function from resume experience with an accuracy of 90% and cluster users to show career path & transitions. Model was based on ML techniques and statistical techniques like TF-IDF

ZINNOV MANAGEMENT CONSULTING

Gurugram, IN

Associate Consultant

Jan 2017 - Aug 2017

- Assisted an American software provider to launch a new product by conceptualizing the product
- Published a [study](#) with Meesho on "Online Resellers of Clothing & Lifestyle Products in India" [Economic Times](#)
- "Large Enterprises: Transforming India's Digital Future" ([Study](#) Published, Economic Times on July 12, 2017)

Skills and Achievements

- Technical Skills - Jira, SQL, Microsoft Excel, Trello, BigQuery, Redash, Looker, CleverTap, Balsamiq, InVision, Sketch, Python, Git, Spanner, Postman
- Secured All India Rank 4213 among 1.3M (99.64 percentile) in JEE Mains 2013
- Shortlisted for Indian National Mathematics Olympiad (INMO, Top 6% among 15K), Junior Science Olympiad (Top 1% among 40K), Biology Olympiad (Top 3.5% among 10K), conducted by Government of India, 2010-2013

Other Information

- Volunteered with Nirmaan (NGO) to tutor Grade 9 and 10 children of low-income background (2014-2016). Currently, volunteering with Learn On Call (learnoncall.in) to help a student learn English in 15 weeks
- Hobbies & Interests - Enthusiastic dancer, public speaker, traveller and an amateur poet and writer
- Languages - English (Fluent), Hindi (Native), German (Elementary)