Shubham Bhatia

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Bg23 Ittina Neela Apartment, Sampige Nagar, Andapura, Electronic City Phase 2, Bangalore, Karnataka

Professional Summary

Product Manager transitioning from 8+ years of leadership in retail operations to SaaS & AI product management. Skilled in PRD writing, user research, and turning insights into roadmaps. Experienced in retail tech transformations, now applying the same rigor to fintech, SaaS, and AI-driven products.

Key Projects & Product Case Work

Groww Next – FinTech Case Study

- Conducted competitive and user research (Groww vs Zerodha) to identify monetization gaps.
- Proposed beginner-focused SIP plans, premium tool upgrades, and education modules to increase LTV.
- Designed goal-based investment kits and simplified KYC flows to improve onboarding.

Salesken AI – SaaS Case Study

- Developed a PRD focusing on problem discovery, user personas, and feature specifications.
- Conducted competitor analysis and user journey mapping to uncover friction points.
- Defined success metrics and prioritized features to align business objectives with execution.

Loop AI – FoodTech Concept

- Designed PRD and wireframes for a delivery intelligence platform for restaurants.
- Conducted stakeholder mapping, opportunity analysis, and success metrics definition.
- Proposed AI-driven allocation model to improve delivery time and reduce cancellations.

Professional Experience

Department Manager – ZARA | Nov '23 – Present | Bangalore

- Used customer analytics and feedback loops to improve store experience, driving 12% revenue growth.
- Implemented data-driven layouts via POS & RFID insights, boosting visit frequency 17x.
- Coordinated end-to-end launch of new store locations, adding ₹4.5 Cr/month to revenue.
- Built a feedback-to-action system, similar to agile sprint retrospectives.

Department Manager – H&M | Oct '22 – Nov '23 | Bangalore

- Reduced inventory losses by 0.2% weekly using ABC analysis (backlog prioritization analogy).
- Partnered with visual merchandising (UX equivalent) to design product displays increasing engagement.
- Piloted new in-store experience flows, iterated layouts based on conversion data.

Department Manager – Shoppers Stop | Mar '19 – Sep '22 | Bangalore

- Directed a 40-member cross-functional team, restructuring workflows to improve profitability by 15%.
- Introduced a data-based reorder system aligned to demand patterns, reducing stock-outs.
- Championed adoption of customer insight tools to drive continuous improvement.

Skills

Product: PRD Writing, Roadmapping, Wireframing, User Research, Success Metrics, A/B Testing
Tools: Figma, Miro, Jira, GA4, SQL, Power BI, Excel
Frameworks: JTBD, AARRR Funnel, Opportunity Mapping, Opportunity Solution Tree, Value Proposition Canvas

Education

PGDM – Marketing & Sales — Welingkar Institute of Management

B.Sc. – Hotel Management — SRM Institute