

Sidharth Sethu

Product Manager

Passionate product guy with a deep interest in Tech and Finance. Efficient, quick learner known for increasing productivity within the team. Industry experience of 5 years across software development and management. Core competencies in Systems and Data Analytics.

✉ sid.sethu@gmail.com

☎ +91 - 7899908173

📍 Bengaluru, India

🌐 [linkedin.com/in/sidsethu](https://www.linkedin.com/in/sidsethu)

WORK EXPERIENCE

Product Manager

Juspay Technologies (Namma Yatri) (1+ year)

08/2022 - Present

Bengaluru, Karnataka

Achievements/Tasks

- Led Namma Yatri app development, enhancing tech, design, and features, resulting in a 10x increase in user engagement.
- Implemented AWS Cloudwatch Monitoring and Alerts, ensuring app reliability with a 40% reduction in downtime.
- Managed product roadmap and GitHub repo as a maintainer, streamlining development for more efficient collaboration.
- Developed product algorithms for core functions (e.g. pricing), boosting efficiency and leading to a 50% decrease in anomaly cases regarding fare.
- Oversaw end-to-end product releases using Kubernetes, Google Play Store, and Jenkins, achieving 25% improved app store ratings.
- Established a robust data pipeline and analytics dashboards with BigQuery, ClickHouse, PostgreSQL, Metabase, and Elasticsearch, enabling enhanced user insights.
- Spearheaded a cloud cost optimization initiative resulting in 60%+ reduction in AWS and Google Maps costs for Namma Yatri (project still ongoing).

Systems Engineer

Unisys India Private Limited (4 Years)

08/2016 - 07/2020

Bengaluru, Karnataka

Responsibilities/Accomplishments

- Subject Matter Expert for Stealth (core) Authorization Service 🔗
- Management of the Authorization Service product backlog with 50+ features delivered
- Improved performance (up to 96%) of the application by making a change to the software architecture, making use of an alternative communication mechanism
- Level 3 customer support for bug triage and new feature suggestions

Business Analyst Intern

Indus Valley Partners (2 months)

05/2021 - 07/2021

Noida, Uttar Pradesh

Achievements/Tasks

- Designed an interactive dashboard using Implementation Data Dictionary with drill-down capabilities in PowerBI
- Built an internal tool being used org wide for data reconciliation within two weeks
- Set up an automated process for importing data across clients using Excel Macros and PowerQuery on PowerBI

EDUCATION

MBA (Specialization in Finance)

Shailesh J. Mehta School of Management, IIT Bombay

08/2020 - 05/2022

Mumbai, Maharashtra

Positions of Responsibility

- Head, Admissions Team

B.Tech, Computer Science and Engineering

SCMS School of Engineering and Technology

08/2012 - 05/2016

Ernakulam, Kerala

SKILLS

Product Design

Google Apps Script

Product Management

Google Maps

Cost Optimization

Effective Communication

Data Analytics

Kubernetes

Software Design

Microsoft Excel

Amazon Web Services (AWS)

Google Analytics

CI/CD

Agile

Critical Thinking

ACHIEVEMENTS

99.60 percentile on CAT 2019 (11/2019)

National Runner up on Asian Paints Chain Reaction (12/2020)

National Finalist at Amazon ACE 2021 (3700+ Teams) (08/2021)

National Winner at Rajagiri National Business Quiz (01/2021)

CERTIFICATES

Google Analytics for Beginners (03/2020) 🔗

Microsoft Excel - From Beginner to Advanced (04/2020)

Udemy

INTERESTS

Photography

Cricket

Badminton

Quizzing

Options Trading