Sujoy Datta

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Experience
Total FTE: 2Y

Hike Jun. 2024 – Present
Product Manager [APM → PM (Apr'25)] Remote

- Developed a **GPT powered inference engine** for an AI chatbot for the **Rush App** by integrating pre-recorded voice UX (ElevenLabs) into a complex menu with **200+ problem paths**.
- Delivered this enhancement in a single sprint, driving a **8% NPS lift**, a **24% containment** in ticket volume, and a **5% CM1 boost** over 90 days for the Rush App (100% rollout).
- Solely led the core product for **Bingo Champions App (US)** from concept to MVP by collaborating with cross-functional teams (RevOps, UXR, Payments, GrowthOps, Legal, Finance) and establishing a **comprehensive configurations playbook simulation**.
- Achieved early beta success for the Bingo Champions App with **$106k in gross revenue** in M0, a **7% paid user conversion rate** yielding a **10% return** on performance spend, and **~400 daily active paid users**.

Raaho Jan. 2022 – May 2024
Assistant Product Manager [Intern → FTE (May'23)] Gurugram, India

- **Increased user acquisition** by **1.5x** in 2 months and D-7 activation to **42%** via an app-led KYC process. Redesigned Shipper/Trucker Apps and portals after **30+ customer visits**, improving NPS to **70%**.
- Automated integration tests and API testing with Postman. Built Clevertap dashboards and Zoho pipelines using SQL, cutting manual reporting by **100+ hours/month** with a Firestore POC and reducing data latency by **60%**.
- Improved return fill rates by **40%** through automation and introduced ratings/reward wallets to boost engagement. **Integrated Branch.io and dynamic DB configs** to minimise deployment-dependent changes, and partnered with data science to implement dynamic pricing, bidding algorithms, and personalised recommendations, achieving **5% MoM revenue growth**.

Product Sense Projects
View All

Mission Underdogs – Swiggy

- Discovered untapped Tier-3 markets and crafted a GTM playbook for onboarding low-volume restaurants projecting **INR 15M in annual net-new revenue** with just 15 orders/day per outlet.
- Defined funnel triggers, activation goals, and operational automation for rapid city rollouts.

UniScholars Engine

- Built a personalized university recommender targeting the **4.37% CAGR global study-abroad market**, with revenue models across lead-gen and premium tiers.
- Mapped user journeys, set MVP success benchmarks, and plotted a scalable product roadmap.

Fake News Models (BERT-NMT Classifier)

- Designed a multilingual misinformation detector (Hindi/English/Tamil) using **BERT-NMT classifiers** and proposed SEIRMZ epidemic models; research work submitted under *Springer ID: ICICCT2531423315542*.

Education

Indian Institute of Information Technology - Chennai Jul. 2018 – May 2023
B.Tech & M.Tech in Computer Science Engineering

- **Achievements**: Batch of 2018 — Gold Medalist (Highest GPA holder- 9.5/10)

Skills
View Certifications

Languages : SQL, Python, C, C++, Java, JS, HTML/CSS, ARM, VHDL
Tools : Figma, Notion, Clickup, Jira, Miro, Clevertap, Tableau
AI Stack : GPT, Grok, Perplexity, Cursor, Bolt