

Arnab Dutta

4th Main Keerthi Layout, Bengaluru 560084
9019830032 | arnabdutta42@gmail.com

PROFILE

- An enthusiastic product-oriented person who loves to take challenges and come up with better product design solutions. I believe that product is the ultimate pillar of a business and if it is designed & managed well, it can change the behaviour for the better, effectively solving any problems prevailing in the environment.
- Overall 7 years experiences in e-commerce industry.

EDUCATION

Manipal University (Manipal Institute of Technology) <i>Master of Computer Application</i> Score: 75%	Manipal, India 2010-2013
Bangalore University (Garden City College) <i>Bachelor of Computer Application</i> Score: 68.8%	Bengaluru, India 2007-2010
West-Bengal Board (High School, Sainthia) <i>12th Grade, Computer Science</i> Score: 61.5%	Sainthia, India 2005-2007
West-Bengal Board (High School, Sainthia) <i>10th Grade</i> Score: 67.1%	Sainthia, India 2004-2005

AREA OF INTEREST

Product Management, Digital Marketing, Marketing, Market Research, User Experience Design, Interaction Design, Information Architecture, Usability Analysis, Contextual Design, User Research

SKILL SET

Technical Skills

Snowflake, Redash, Tableau, Grafana, MySQL workbench, Gamooga (Marketing automation tool), Marketing dashboard (Swiggy Internal), NoSQL Database, Google analytics, Qlikview, Amazon web services, PowerBi etc

General Software's

MS Word, MS Excel, MS PowerPoint, Openoffice.org, Notepad ++

Ticketing Tools

OTRS, Jira, Right Now by Oracle

Language Known

Bengali, Hindi and English

TECHNICAL ACTIVITIES

Industrial Training

- Undertook Infosys campus connect program for Soft Skills.
- Career Award Certificate program in Animation & Multimedia, Eau Claire Institute Wisconsin, USA.

Internship

Jobflippr.com [Career based Social networking website] at Aeromax Solutions Pvt.Ltd, Udupi

Platform: Windows 8, PHP and MySQL on the server-side, HTML, PHP, AJAX and

JavaScript on the client-side, PHP Manager for IIS, IIS 8.0 for Windows 8.

Major works:

- Development of Administrator Functionality for "Jobflippr"
- Worked on Google Maps API V3, Google+ API, Indeed API, and Facebook API, Google Analytics, Google AdSense
- Database Management query storing, query retrieval
- Worked on Google Analytics, Google AdSense

EXPERIENCE

Associate- Product Management at Swiggy.in

Product Management department

Bengaluru, India

Apr, 19 - till date

- Improving the growth through intelligent discounting & stressed based products.
- Collaborating closely with the customer care, analytics & biz teams to realize improvements in payments, discounts & fraud detections.

- Analyse & manage cashback, intelligent discounting & fraud scenarios.
- Co-ordinate with engineering managers to feature design, launch on time and prioritize bug fixes in the corresponding sprint planning.
- Build and improve the product using shown experience and feedback from customers and restaurants.
- Coordinate with the technology team, define product release requirements.
- Establish KPI, scorecards, cost and performance metrics to deliver insights enabling the team to make better operational decisions on payments, cashback and discount.
- Guide the sales marketing and operations team to define the go - to market strategy - help them understand the product positioning, key benefits, target customers etc. Take broad, conceptual ideas and turn them into useful and valuable for our users.
- Build workflow for SwiggyPay, wallet-ops dashboard, discount based product, stress based product.
- Managing and leading a 12-member team, who are working for:
 - 1) Pan-India various type of discount configuration.
 - 2) Experimental discounting configuration by supply team, biz team and marketing team
 - 3) Managing coupon, stress, payment, SwiggyPay & Delivery fee related escalations for B2C and B2B.
 - 4) Managing Product Support for revenue & growth team, Payments, Checkout, SwiggyPay & Pricing.

Assistant Manager-Product Analyst at redbus.in

Business to business department

Bengaluru, India

Apr, 17-Feb, 19

- Work with business managers to frame a problem, both mathematically and within the business context. Collaborating closely with regional team to understand business requirements implement new processes and accelerate sales revenue.
- Leverage analytical tools like Google Analytics and Gamooga to track daily website traffic.
- Consistently generate data required to conduct business analysis, build mash-up reports for India business, dashboards and metrics to monitor the performance of all channels such as agent sales, API sales, and B2C (redBus) sales.
- Tracking conversion metric for the product in Seatseller such as Bus ticketing, hotel booking and telecom recharge for sales enhancement on weekly basis.
- Conduct regional growth analysis for bus and hotel business. Based on growth data analysis, marketing campaigns for products are run targeting consumers or other businesses.
- Have an innovative approach to improve monitoring, identify issues and deliver better value to users.
- Generate monthly basis data on prospects who have visited the website but did not transact and upload the same date in Sales Force. Furthermore, the concerned regional team shall take care of the process.
- Develop relationship with API partners, collaborating with them to optimize and refine API integration.

- Analyse the behaviour of stakeholders (agents) and run marketing campaigns based on their behavioural patterns.

Senior L2 Product Engineer at redbus.in

Business to business department

Bengaluru, India

April,16-Mar,17

- As per bus operator request, build a SQL query fetch data from the database, and then create payment reconciliation report into the excel file, then send it off.
- Build SQL query and work on Rest API.
- Create payment reconciliation report for travel agent on weekly basis.
- Handling customer, agent and bus operator escalation related to payment.
- Solving all payment related issues.
- Creating campaign, browser push notification, Android push notification, SMS Campaign and Email campaign for increasing the sales.
- Analyse the cancellation rate of the products for individual bus operator and develop a report via excel and send it to Product manager as per request.
- Managing social media escalation related to the bus cancellation.
- Build report for sales day wise, region wise on daily basis.
- Configuring and debugging client issues for API using ASP.net or java. Based on client requirement.
- Configuring chat based on user location and managed by regional team.

Senior L2 Technical Consultant at Sendmygift.com

Vendor Management

Bengaluru, India

Sep,15-Jan,16

- Keep track of the stock level of all in-house products and maintained the database on regular basis.
- Order processing for in-house products as well as marketplace model (transfer price model).
- Solving all payment related issues.
- Logistics arrangement for vendor, keep track of all the vendors according to area wise and maintain the database.
- Vendor billing verification on every order.
- Analyse the return rate and cancellation rate of the products for individual seller and develop a report via excel and send it to seller.
- Managing social media escalation related to the product quality and logistics issue.

L2 Tech Consultant at Flipkart.com

Seller Relationship Management

Bengaluru, India

Oct,14 - June,15

- Managed module of API, Payments, Orders & Listings.
- Worked for payment reconciliation (Major work role): As per the situation, build a SQL query, fetch data from the database, and then create a report as per the requirement of

the seller into the excel file, then send it off.

- Solving seller escalations like delay in payment and commission charge issues: Investigate the reason behind the stated circumstances; build a query for the same and pull the details of the data and convey the same to the seller.
- Managed order processing and promotion issues too.
- Analyse the return rate of the products for individual sellers and make a report.
- Constantly upgrade the knowledge by way of interlocks with other L3 technical teams.
- Developed and maintained the application as per the client requirement.
- Fixing the issues via mail, call and the team viewer session meetings with the seller on daily basis.
- Analysing various problems, root cause analysis of redundant issues and recommended product solutions to relevant teams.
- Conduct knowledge transfer sessions to L1 associates by way of feedback, coaching & training.
- Maintained productivity reports on daily basis.

L1 Consultant at Flipkart.com
Seller Relationship Management

Bengaluru, India
Nov,13 – Sep,14

- Processing tickets on right now application for the customer using different tools and fixing the issues permanently for customer.
- Unresolved tickets transfer to the concerned team for further action.
- Fixing the technical issues on mails, calls and chats.

ACHIEVEMENTS

- Recognition for 'Best Performer of the Month (January 2017) by redbus.in
- Recognition for 'Best Performer of the Quarter (April, May, June 2016) by redbus.in
- Recognition for 'Best Performer of the Month (January 2015) by flipkart.com
- Recognition for 'Best Performer of the Month (April 2015) by flipkart.com

PERSONAL DETAILS

- Date of birth : 10th February, 1990
- Father's Name : Biman Kumar Dutta
- Mother's Name : Chandra Dutta
- Status : Married
- Gender : Male
- Languages : English, Hindi, Bengali (Native)

- Permanent Address : Najrul Sarani, ward no-04, near smiriti jewellers, Sainthia Birbhum, West Bengal- 731234

References

- Dr.KarunakarA Kotegar,HOD,Dept.ofMCA,MIT,Manipal
- Tojo Thomas,Asst.Professor(Seniorscale),Dept.ofMCA,MIT,Manipal

Date:

Arnab Dutta