ALKA RATHORE

7746889984 📞
alka_rathore@icloud.com ✉
alka-rathore-28a86977 in

PROFESSIONAL SUMMARY

- Product Management Professional with 1.5 year of experience in product conceptualization, product life cycle management, customer requirement analysis & stakeholder management.
- Experience in dealing with ambiguous requirements and partnering with multiple internal stakeholders throughout the project.

EDUCATION

Master in Business Administration in Operations | SPPU, Pune
2017 – 2019

Bachelor of Engineering in Computer Science | RGPV, Jabalpur
2012 – 2016

EXPERIENCE

Deputy Manager | Bajaj Finserv Direct Ltd
JANUARY 2021 – PRESENT

- Managing internal stakeholders for both business and technology.
- Identifying user funnel leakage (User, PDP, A2C, Trx & orders).
- Gathering insights, creating actionable and measuring their impacts for overall funnel improvement.
- Drive coverage for consumer durables category.
- Creating & track campaigns through Google analytics & Adobe analytics on various channels to increase traffic.
- Creating BRDs, User stories for new development as well as change requirements.

Assistant Manager (Product Management) | Reliance Retail
MAY 2019 – JANUARY 2021

Project 1: R grocery application- Enhance customer's application journey experience

- Designing the flow of various landing pages in the application.
- Enhance the customer experience throughout the application usage.
- Creating BRDs and user stories for the same.

Project 2: Transportation and Supply chain management process.

- Working closely with the transportation team and developing a robust end to end process flow of how the goods will get transported from FC to merchants.

Project 3: Performance tracking dashboards for various Business units (Risk management, Brand alliance, Price benchmarking) and Leadership view dashboards.

- Understanding the business requirements from multiple stakeholders & creating the business process roadmap for the technical team.
- Creating the project roadmap and monitoring the development to ensure timely delivery as per stakeholder's expectations.
- Listing out KPI's and understanding the data flow according to the requirements and developing wireframe of the dashboards.
- Business requirement understanding for leadership dashboards including competition price benchmarking, supply chain & replenishment, customer acquisition & retention, merchant on-boarding etc.

Project 4: Designing sales force excellence parameters

- Defining the sales force performance parameters devising metrics from insights to drive sales force effectiveness.

Summer Internship | SunOne Technologies
JUNE, 2018 – AUGUST, 2018
Project: Upgrading functions of client's ERP portal.

Winter Project | Reliance Retail Limited
OCTOBER, 2018 – DECEMBER, 2018
Project: To reduce the waiting time of the customer in the billing process and to avoid unnecessary queue and improving their check-out experience.

Project Outputs: Suggested methods of billing & change in the layout reduced the billing time from 6.45mins to 3.30mins

SKILLS
- Business Analysis
- Strategic Management
- Tableau
- Time Management
- MS Office

ADDITIONAL INFORMATION

Software: Tableau

Programing languages: SQL, .NET, HTML

Certification: Six Sigma Black belt.