Vivek Phuloria
Product Management – Data Science

A Product Manager with expertise in Gen-AI, Data Science and Tech. Leading cross-functional teams to deliver products focused on improving UX and delivering business outcomes

Work Experience

O9 Solutions Pvt Ltd   *Nov 2023 – Present (10 Months)*
Senior Product Manager – Gen AI
Founding PM for a Chatbot interface for the Supply Chain Management SaaS platform
- Identify use-cases for chat-bot by studying the userbase, their use-cases for the platform, and the major pain-points. Prioritize and convert them into a roadmap.
- Liaise with the dev teams and architects, company leadership, and clientele to align on the requirements and execution plan, and to ensure successful delivery
- Product Beta currently being used by pilot customers, GA planned by Q4-2024

Times Internet (TimesOfIndia.com)   *August 2022 – Nov 23 (16 Months)*
Senior Product Manager – Data Science
Set up a robust Data Collection and Personalization Infrastructure from scratch
- Enable transition away from legacy-systems and set-up data-collection and monitoring systems to help track all user-activity for 200 Million Monthly Active Users
- For the multiple widgets across user-journey, liaise with multiple stakeholders to enable transition from generic editorial-led content to personalized content.
- Experiment with multiple ML models and approaches for various cohorts to decide on best performing models
- *RESULTS*: Improved User Engagement and Loyalty, Improved Revenues ~3.5x lift in CTRs (~2% to ~7%); 24% lift in Pages/Sess; 35% lift in Revenue/User

TimesAssist (timesassist.com): A ChatGPT based product that helps users solve a range of everyday problems. The value-add over the ChatGPT platform are the fine-tuned prompts that lead to better-quality solutions and foster natural free-flowing conversations
- Identify the use-cases that we can solve for, using platform-data, and user-interviews
- Ideate and test various UX formats to identify the one that maximizes user engagement
- Create, test, and fine-tune prompt-contexts that consistently yield great conversations
- Work with design, tech teams and early users to iteratively develop the product
- Targeted marketing on social media and on TOI platform to garner top-of-funnel

Apollo 247   *Jun' 21 – Aug'22 (15 Months)*
Data Product Manager
Personalization: Designed a platform for personalization & A/B testing. Improved UX
- Personalize banners with relevant nudges on homepage, reduced bounce rate by 12%.
- Improved product recommendations on the listing pages - CTR lift of 13% and subsequent checkout rate by 28%.
- Soft-Subscription: Nudged users for setting-up voluntary reminders for chronic meds, led to 16% in lift repeat rate
- ML-driven targeting focussed outreach to high-intent users, reducing marketing expense by 14% while lifting repeat rate by 9%

Search Platform: Improvements in UX and Algorithm
- Integrated search on the different app sections, into a unified UX on the homepage
- Algorithm improvements, include user-profile, solving for most-common typos and fail-cases, and an autocomplete functionality increased success rate from 78% to 86%

Capgemini Invent   *March 2019 – June 2021 (25 Months)*
Senior Consultant – Data Science
ML Engineer deriving actionable insights from client data
- Led design and development of a product to aide recruiters by matching the most relevant profiles for a JD, extracting the salient information, and enabling semantic search, reducing time taken to shortlist profiles by 70%.
- Improved risk profiling for end clients by forecasting disease progression and care gaps for a US based Insurance firm

Knowledge Foundry Business Solutions   *April 2016 – May 2017 (13 Months)*
Data Scientist
Lead Techno-Functional Consultant for advanced Machine Learning projects
- Helped a Retail Chain strategize incentive campaigns by analysing their impact on sales and profitability. Also forecasted footfalls, and how they are impacted by print and digital media outreach across time.
- Developed an article recommendation engine for a digital media client which resulted in over threefold lift in CTR over previously used naïve models.

June 2015– April 2016 (11 Months)

Axtria India Pvt Ltd
Technical Analyst
- Identified BD opportunities for the firm by creating a web crawler that scraped LinkedIn's profiles to create a graph database, finding closest links between professionals and companies through education and employment data.

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Education

Year	Qualification	Institute
2017 - 2019	MBA (Finance, Marketing)	Management Development Institute, Gurgaon
2011 - 2015	B.Tech (Chemical Engineering)	Indian Institute of Technology (IIT-BHU), Varanasi
2012	XII (PCMC)	Air Force Bal Bharati School, Lodhi Road, Delhi

Internships

JP Morgan & Co - Investment Banking Intern *April'18 – May '18 (8 Weeks)*
- Worked with the TMT Asia coverage team, analysing and valuing businesses to prepare pitching material for potential M&A deals

ePayLater, Arthashastra Fintech Pvt. Ltd – Data Science Intern *April '18 – May '18 (9 Weeks)*
- Performed customer profiling for the microlending startup to improve its credit decisions and customize marketing outreach

Certifications

AWS Certified Machine Learning Specialist *April'18 – May '18 (8 Weeks)*
- Designing,training and finetune ML models and deploying them on cloud to achieve business outcomes

AWS Certified Solutions Architect Associate *April'18 – May '18 (8 Weeks)*
- Demonstrate ability to build secure and robust solutions using architectural design principles based on customer requirements

Digital Product Management Certification by Darden School of Business *April'18 – May '18 (8 Weeks)*
- 5 courses (>80 hrs engagement) specialization by Darden School of Business, University of Virginia on Coursera

Deep Learning Certification by DeepLearning.ai *April'18 – May '18 (8 Weeks)*
- 5 courses (>120 hrs engagement) specialization by Deeplearining.ai (by Andrew Ng) on Courseraes

Key Interests

- Sharing knowledge: Conducted coding workshops at MDI. Started a blog explaining AI-ML to a non-technical audience
- History Enthusiast: Enjoy studying how historical phenomena have shaped our current world's geopolitics, societies and culture
- Avid Trekker: Scaled several peaks in the Western Ghats and the Himalayas