YASH MASTUD

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PROFESSIONAL SUMMARY

Product-focused software developer with 2 years of experience in the end-to-end product lifecycle. Acting as a de facto product manager, I translate customer needs into high-impact solutions, own features from ideation to launch, and leverage data analytics to drive measurable business outcomes.

SKILLS

Product Management: Product Strategy, Competitive Analysis, User Research, Agile/Scrum, Go-to-Market Strategy, Stakeholder Management, Business Case Development

Analytics & Optimization: Data Analysis, A/B Testing, Funnel Analysis, Cohort Analysis, Power BI, Amplitude, SQL

Collaboration & Design Tools: JIRA, Confluence, Balsamiq, Figma, Canva

Technical Skills: React.js, Next.js, Node.js, Spring Boot, JavaScript, Java, C++, Python, MongoDB, AWS, Docker

PROFESSIONAL EXPERIENCE

Software Developer   **July 2023 – Present**
Jubilant FoodWorks   **Noida, India**

- Championed a new **Customer Facing Display** for the next-gen POS system to improve **order transparency**; drove the proof-of-concept from ideation to deployment in **100+ stores**, achieving **<20 ms latency**.
- Identified inefficiencies in staff onboarding and owned the development of a **"Training Mode" feature**, slashing new hire training time **from 6 weeks to just 6 hours**.
- Pioneered an **AI-driven weather analysis system** to predict demand, boosting sales by nearly **10%** during rainy weather through proactive, targeted promotions.
- Conducted field analysis of **competitor POS systems** (McDonald's, KFC) to identify market gaps, using insights to inform the product roadmap and **prioritize features** with the highest business impact.
- Spearheaded the integration of **Amplitude analytics**, enabling **data-driven marketing decisions** and providing **real-time customer behavior insights** that were previously unavailable.
- Owned the vision and development of a **no-code Digital Menu Board CMS** to replace manual USB updates, projected to enable **85–95% faster marketing campaign rollouts** across all stores.

Business Analyst Intern   **June 2022 – Aug 2022**
Axis Bank   **Mumbai, India**

- Analyzed relationship manager workflows and developed an internal TASC Incentive Maximization tool used by 50+ RMs, directly increasing average incentive attainment by **15–20%**.
- Built a self-service Power BI Cube to analyze CASA account quality, proposing data-driven cross-sell strategies for over **10,000 customers**.

POSITIONS OF RESPONSIBILITY

Veermata Jijabai Technological Institute (VJTI)   **2021 – 2022**
Student Leadership   **Mumbai, India**

- As **Sponsorship Head** for Technovanza, led sponsorship and brand engagement, securing HP as Title Sponsor, onboarding **10+ brands** (notably Red Bull & Domino's), and amplifying visibility to over **70,000 attendees**.
- As **PR Executive** for Pratibimb, executed PR campaigns for **5+ online events**, including an influencer podcast, driving **30% follower growth** and generating over **20,000 organic impressions**.

EDUCATION

Bachelor of Technology in Computer Engineering   **Aug 2019 - May 2023**
Veermata Jijabai Technological Institute (VJTI), Mumbai   **CGPA: 7/10**

CERTIFICATIONS & ACHIEVEMENTS

- **Product Management Basics Certification** | Pendo.io | 2024
- **Participant, Guinness World Record** | Largest Indian Cinematic Music Band (1000+ members) | 2020