Harsh Mishra

Planning Manager

📍 Bangalore, India

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PROFILE

A result-oriented professional with over **5 years** of experience in **Product Management**, Planning, and Analytics.

PROFESSIONAL EXPERIENCE

Flipkart, *Planning Manager*

Sep 2019 – present

Product Management
- Implemented Growth Hack experiments on Deal of the Day offers and Payment Based Offers resulting in 4 basis points improvement in conversion
- Collaborated with Pricing and Product Exchange teams to enable Product exchange offer on the Product Page leading to 3 basis points improvement in Cart Add and Buy Now
- Developed a Demand Planning Product to automate the forecasting process for Demand Planners, saving 25 man-hours each month

Planning
- Managed Flipkart Monthly Traffic Planning for Organic and Inorganic channels in collaboration with the Marketing and Analytics team with an accuracy of +-5% month on month
- Developed the Overall Customer Plan of Flipkart for the Big Billion Day sale in collaboration with the Customer growth team delivering 95% achievement against the plan
- Spearheaded Demand Planning of Electronics category and Developed 90-day rolling forecast of 13 Categories with Bias of +-5% and Mapes < = 12% using Trend analysis, Weighted Moving Average, and ARIMA models

Wipro, *Senior Analyst*

Jun 2018 – Aug 2019
- Supported CXOs of the organization by providing analytical insights on the overall business performance cutting across BUs & SL's
- Designed and developed dashboards to track key performance indicators (KPIs), identify trends, and monitor company initiatives
- Reviewing and Designing Prediction Models based on various Statistical Techniques

Infosys, *Systems Engineer*

Jul 2014 – May 2016
- Managed Greenfield Project on Application Management and Installation of 6 applications with a user base of around 500
- Managed Disaster Management Recovery Activity of Server-based Applications hosted on 4 servers

SKILLS

Feature Prioritization | Product Roadmap

Market Research | Competitive Analysis

R Programming | SQL | Figma

EDUCATION

Indian Institute of Management (IIM), Kashipur, *PGDM*

Jul 2016 – May 2018

Laxmi Narain College of Technology, Bhopal, *Bachelor Of Engineering*

Jun 2010 – Apr 2014

AWARDS

Wow Award, *Flipkart*
Received in Flipkart for creating multiple scenarios on sales plan during COVID period

Quarterly Award, *Wipro*
Received in Wipro for significantly contributing towards CMMI high maturity requirements.