

WORK EXPERIENCE

Upraised | CAP Fellowship Program-Product Management (Sep '22 – Present)

- [Product Portfolio](#)-(Showcases my entire product work completed during the program)
- Designing a detailed PRD for Netflix with the objective to **decrease their churn rate by 10 percent**. Through this work, I was able to demonstrate my ability to gather requirements, conduct market analysis, and design a solution to meet the marketing and functional needs of the company. The result of my efforts was a comprehensive PRD that outlines the proposed solution and its potential impact on the company's bottom line. Link to my work([Netflix PRD](#))
- Conducted **user research** through surveys to identify the root cause of the increase in Netflix's churn rate and implemented solutions to improve customer satisfaction and retention.
- Created a complete end-to-end product teardown of Zomato . The link to my work, the [Zomato Product Teardown](#), showcases my skills in product analysis and highlights my ability to communicate complex information in a clear and concise manner.
- Designed and created a comprehensive PRD for Eatsure to boost their **revenue rate by 10%**. Contributed to the research, analysis, and definition of the product requirements to achieve the desired business goals and objectives. Implemented best practices and industry standards to deliver a high-quality PRD, which served as the blueprint for the development of the product. Shared my work on the [Eatsure PRD](#) as a reference to showcase my expertise in product management and my ability to drive growth and profitability for a business.
- Developed final launch plan by determining success metrics, risks, and creating an execution plan for rolling out a feature.

Infosys | Technical & Product Consultant (Oct '20 – Present)

- Working as a technical consultant for two biggest e-commerce markets in UK and US wherein i'm currently designing and running marketing campaigns and partnering with different companies which helped in **increase in revenue growth(increase from 8 percent to 15 percent)** and **increase in number of users(from 3000 to 7000 users)** coming on the site
- Responsible for creating and managing content on the D2C site according to business needs and requirements as well as managing B2B site which has an **average revenue of 30 Million USD** every month.
- Responsible for sending out weekly reports which showcased **increase in traffic and revenue** on the sites using Google Analytics and Magento
- Experience in managing and resolving service requests, incidents, problems, and access requests through Service-Now portal and Azure DevOps ticketing board.Ability to handle and resolve technical issues in a fast-paced and dynamic environment.

Infosys | Quickbase Developer (Jun '20 – Oct '20)

- In my role, I was tasked with identifying and addressing labour planning issues that were affecting the efficiency and revenue growth of our clients. To do this, I utilized my expertise in requirement gathering and market analysis to develop a proof-of-concept (POC) solution. This POC was able to **increase efficiency by an estimated 15% to 20%** and **increase monthly revenue growth from 100K to 125K**.
- Approach involved **gathering requirements and conducting a thorough market analysis** to understand the needs of the clients and the industry. Based on my findings, I was able to design a solution that met both the marketing and functional needs of the clients. I was able to bring in new ideas and fresh perspectives to the project, which helped improve the overall outcome.

Infosys | Frontend Developer (Jan '20 – Mar '20)

- Designed and developed web pages with a focus on user experience, ensuring optimal performance and compatibility with both desktop and mobile devices
- Utilized Markup language to write webpages and optimized web pages for maximum speed and scalability database integration using MySQL

TECHNICAL SKILLS

- **Programming and Software Efficiency:** MySQL, Magento, Figma, Drupal, VS Code
- **Modeling and Analytics Packages:** MySQL, MS Excel, Google Analytics

INTERESTS & HOBBIES

- Cooking, Chess, Basketball,E-sports