

Ayush Agrawal

PRODUCT MANAGER · DATA LOVER · DEEP LEARNING ENTHUSIAST

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Summary

Agile Product Manager with specialization in data analytics and interest in Machine Learning & Artificial Intelligence. Total 5 years of technology experience with 3 years in Product Management building Mobile and Web products within India and Malaysia.

Skills

PRODUCT MANAGEMENT, Agile Scrum, Kanban, JIRA, Asana, PRD & FRD Preparation

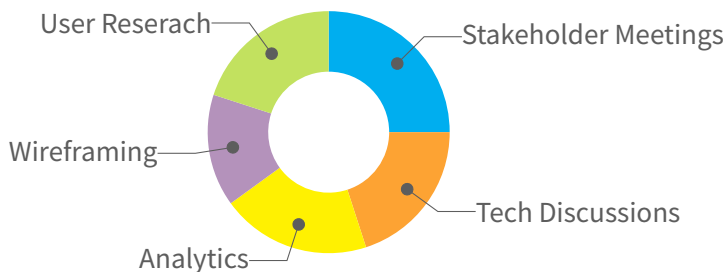
ANALYTICS, SQL, R, Python, Advanced Excel, Machine Learning, Snowplow, Kibana, Redshift

MARKETING TOOLS, Google Suite (Analytics, Tag Manager, Optimize), Mixpanel, VWO, Clevertap, branch.io

DESIGN, balsamiq, marvel, invisionapp, proto.io, draw.io

PROGRAMMING, python, basic javascript, HTML

Typical Distribution of Work



Work Experience

POPxo (Digital media and community for women) | 5M MAU | 20M Monthly PVs

Delhi, India

PRODUCT MANAGER- DATA & GROWTH

Feb. 2018 - Present

- Managing the product & growth analytics team of 8 including devs, data scientists and growth hackers.
- Built personalized content feed with data scientist, resulted in 24% increase in session duration.
- Owning complete product innovation and maintaining A/B tests and growth experiments pipeline.
- Ideating a loyalty rewards program for engagement building on ethereum blockchain.
- Ran successful growth experiments to push no. of Signup, pages/session, returning rate.

Catch That Bus Sdn. Bdn. (OTA & SaaS)

Kuala Lumpur, Malaysia

PRODUCT MANAGER

Dec. 2016 - Feb. 2018

- Product owner of 9 member mobile and web scrum team.
- Revamped the mobile website as a PWA built on vue.js, increasing funnel conversion by 14%.
- Hired and managed the team of business analysts for growth.
- Defined LTV, Retention rate, Funnel conversions and set product KPIs for improvements.
- Developed the 'Wallet' feature to store cashback on transactions creating a viral loop and resulted as a successful growth hack.
- Managed the integration of Mixpanel and Google Tag Manager in complete product portfolio.
- Initiated the culture of product optimization through A/B testing.

Cityflo (Intra City Shuttle Service)

Mumbai, India

PRODUCT MANAGER - FOUNDING EMPLOYEE

July. 2015 - Dec. 2016

- Part of the hyper growth period and scaled the number of users from 100 to 100,000 within 8 months. <https://bit.ly/2KFRWAR>
- Led complete product development of Partner android application, Bus Operators SaaS product & CRM system.
- Conceptualised and built performance rating system (PRS) for operations and business development team.
- Streamlined complete operations through a CRM system developed through self taught Google AppScript.
- Responsible for all analytics needs in the company.

Truebil (Used Car Online Marketplace)

PRODUCT ANALYST (INTERNSHIP)

- Setup complete supply chain analytics to optimize inventory and workforce.
- Conceptualized and shipped 'Quick Sell' product. (Sell your car in 120mins)
- Built multiple BI dashboards with a frontend developer.

Mumbai, India
May. 2015 - July. 2015

4front Analytics Pvt. Ltd. (IIT Kanpur Incubator Center)

QUANTITATIVE ANALYST(FREELANCE)

- Developed forecasting and statistical models using both R and SPSS for a leading multi brand grocery store.
- Build interactive charts using Data visualization techniques in R. (ggplot2, Shiny, plotly etc).

Kanpur India
Jul. 2014 - Apr. 2015

Freelance Programmner

HTML, CSS, JAVASCRIPT, GOOGLE APPSCRIPT, PYTHON DJANGO, DATA ANALYSIS

- Developed multiple websites as a freelancer using python django frameworks.
- Wrote web crawlers using python's beautifulsoup.
- Automation in google apps like spreadhseet, gmail, calendar using Google AppScript.
- Few websites which I contributed in, grocity.net, techleer.com, agrashoemart.com

Remote
Jul. 2012 - Apr. 2015

Education

Harcourt Butler Technological Institute

B.TECH. IN CHEMICAL ENGINEERING

- 1st Division (Top 10% of Class)
- Coursework includes Engineering Economics and Management & Statistics.

Kanpur, India
July. 2011 - May. 2015

Delhi Public School

SECONDRY SCHOOL

- 95% in Physics, Chemistry & Mathematics
- Top 1% in City.

Aligarh, India
Jun. 2010

Other Information

Online Courses

- Analytics Edge by MIT
- Data Analysis and Statistical Inference by Duke

Extra Curricular Activites

- Started Analytics club with participation of more than 100 students in University.
- Captain of university Lawn Tennis team.
- Lead of Trekking club