

## EDUCATION

**College Name** | B.E. in Instrumentation and Control | **CGPA: 7.7/10.0**

Aug. 2014 - May 2018

- Thesis project: Facial recognition using Capsule Networks. Used a CapsNet model pre-trained on MNIST dataset. Re-defined its architecture on TensorFlow for derived face feature and hence training it on ORL face database. The trained model achieved a test accuracy of 85%
- Research Publication: Published paper in IEEE journal on '*Advancement of Traffic Management System using RFID*', further presented it in International Conference on Intelligent Computing and Control Systems (ICICCS 2017)

**School Name, Location** | Class XII (Board) | **Science: 93.8%**

Apr. 2013 - Mar. 2014

## WORK EXPERIENCE

**Associate Product Manager**

Sep. 2019 - Present

Company Name, Location

- Improved features of in-house pricing tool to enhance functionality by leveraging understanding of business requirement through previous role.
- Proposed guest preferred locality filter in the city search result page that increased the overall locality filter usage from 2.5% to 5.8% and had thrice the conversion rate than other locality filters
- Automated sorting order of properties on city SRP, built logic to rank properties basis several weighted factors ensuring minimum conversion drops
- Suggested and designed auto room fitment to provide minimum net price to user. Increased overall conversion by 10% and 4% for new and existing user base respectively

**Associate | Revenue & Pricing**

Aug. 2018 - Aug. 2019

Company Name, Location

Portfolio:

- Managed PnL worth 8.8 Cr and 3000+ inventory through online and offline retail for the states of Maharashtra, Andhra Pradesh, Telangana, and Gujarat
- Increased margins (Gross and Contribution from -3.6% to 7.8% and -25.7% to -5% respectively) over 3 quarters within my cluster. Probed competitor pricing and demand forecast strategies to develop unique projects and drive sales in each region
- Introduced room type inventory redistribution and implemented it for 142/500 properties across India to uptake MoM revenue by 1.5 Cr or 5% for the month of December

Pricing:

- Formulated dynamic pricing system based on the competitor prices and other demand forecasting features. Used web scraping and regression model to predict optimal selling price. Made city and locality cohort level dashboards on Tableau for marketing and revenue support functions.
- Proposed and implemented early booking price advantage over traditional last min price drop strategy for leisure cities (40% of overall inventory). Resulted in 13% revenue uptake (Additional 1.56 Cr revenue over 12 Cr from leisure cities) with 18% and 37% reduction in cancellation for <7 and <60 days booking window respectively

Digital Marketing:

- Revitalized digital marketing campaigns for Google and Facebook ad networks. Reduced average CAC by 16% in less than 3 months
- Increased average monthly Facebook reach by over 100% and engagement growth by 40% in 2 quarters

**Business Analytics Intern**

Jun. 2017 - July 2017

Company Name, Location

- User segmentation: Implemented RFM analysis and created user segments based on their transactional behaviour
- Facilitated business strategy and marketing in order to improve user retention and dormant user reactivation

## SKILLS

SQL (Amazon Redshift, Postgresql) | Advance Excel | Google Analytics | Predictive Analytics | Tableau | Marketing Analytics | Customer Segmentation

## EXTRA-CURRICULAR AND ACHIEVEMENTS

- Recognized and appreciated for exemplary performance within 6 months of joining [Company Name]]. Subsequently, rewarded with a sum of Rs. 25,000/- under 'xxxxxx xxxx' awards.
- Winner (1/15 teams): Business Strategy Competition, [Competition name], ESummit [University Name] 2017. Runner-up (2/25): B-Plan Competition, [Competition name], [University name]. Awarded a sum of Rs. 5000/- for the same.
- **Coordinator** | Public Relations, [College event name] Mar. 2017
  - Overlooked online & offline publicity of the fest by partnering with mass media house. Planned & executed campus ambassador program: Reaching 100+ colleges with 150+ College ambassadors garnering a footfall of 15K
- **Event Head** | Avalanche (Battle of Bands) & Labyrinthos (Online treasure hunt chapter) Apr. 2016
  - Organized rock night event of cultural festival [College event name]. Headed a team of 10, oversaw logistics and sponsorship
  - Secured exclusive sponsorship by 'Inshorts' for Labyrinthos and negotiated pan-India visibility of the event as a news spot

## INTERESTS

- Literary Interests: I like to read self help books and philosophy. I was part of the team of editors which edited over 50 articles for the [College Name] Fresher's E-Magazine.
- I enjoy music and have developed an eclectic taste of genre over time. Lately, I have been practising classical piano pieces on my synthesizer by myself.