# MANOJ KUMAR

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Proactive and solution-oriented Professional, with a focus on continuous improvement and innovation, targeting challenging assignments in **Product Management** with an organization of high repute.

## Core Competencies

- Product Strategy & Roadmap Planning
- Product Lifecycle Management
- Data Analytics (Python & SQL)
- Conversion Rate Optimization (CRO)
- A/B Testing & Feature Validation
- Chatbot product lifecycle
- Cross-Functional Stakeholder Management
- P&L & Revenue Growth Tracking
- Automated Process & Workflow Engineering

## Technical Skills

- Python
- Redash
- Adobe Omniture
- SQL (MySQL, Mongo)
- Wireframing
- Excel
- Google Data Studio
- Jira and Bitbucket
- Figma Basics

## Achievements

- Super Tripper of the Month" award

## Profile Summary

- Product Specialist with over 4.5 years of experience in Product Analytics & Management, currently a Senior Product Analyst at MakeMyTrip.
- Currently owning the **Chatbot product lifecycle** on the Cabs sales page, focusing on optimizing Click-Through Rates (CTR) and chat response accuracy.
- Experience in leading product delivery using Product Development Methodologies; skilled in managing complete engineering operations involving requirement analysis, finalization of specifications, designing, testing and development in compliance to quality standards
- Led a comprehensive **Root Cause Analysis (RCA)** to address a dip in app conversion; identified backend supplier-level changes and collaborated with engineering to restore performance.
- Skilled in **creating user personas, defining product vision, and translating requests** into impactful product features, prioritizing product backlogs based on customer feedback and business priorities.
- Led activities such as **backlog refinements**, sprint goal definition, and user feedback analysis to continuously enhance product usability and satisfaction.
- Optimized chatbot performance at MakeMyTrip to achieve an 18% conversion rate, reaching parity with human assistance.
- Drove a **23% increase in Daily Active** Users (DAU) at Magicpin through targeted store updates and strategic promotional notifications.

## Career Timeline




## Work Experience

**Senior Product Analyst | MakeMyTrip (Cabs LOB),** Bengaluru, India | June 2024 – Present

**Strategic Product Oversight & Execution**

- Managing **product roadmaps** to ensure development stays aligned with business goals and market trends.
- Tracking **project tasks and timelines** to resolve issues promptly and keep daily operations on schedule.
- Delivering actionable insights on high-impact feature launches and maintaining daily product health through rigorous sanity metric monitoring.
- Spearheading the complete product development cycle for post-sales tasks, having transitioned into an interim Product Manager (PM) role **for 3 months** to lead cross-functional execution.
- Collaborating with **engineering teams** to architect competitive crawling platforms, translating raw data into strategic pricing insights to maintain market leadership.

**Highlights:**

- Achieved Chatbot conversion parity with **human assistance at 18%,** effectively automating high-touch sales processes without compromising quality.
- Drove a significant increase in **Chatbot CTR from 2% to 7%** by strategically placing multiple user-centric entry points across the sales page.
- Lowered **user cancellation rates by 4% (22% to 18%)** through the design and launch of a "Modification Funnel," enabling seamless, free self-service for booked cabs.

## Education

B.Tech. in Electrical Engineering | 2021
Indian Institute of Technology, Patna

12th | 2016 Kendriya Vidyalaya No-4, Bhubaneswar, Odisha

10th | 2014 Kendriya Vidyalaya No-4, Bhubaneswar, Odisha

## Academic Projects

- **Autonomous Switch Control in Power Distribution:** Developed a system for automated switch management in power lines (Sep '20 – Apr '21).
- **Deep Learning for Myocardial Infarction Detection:** Built a neural network model to detect heart conditions (Aug '19 – Mar '20).
- **Sentiment Analysis:** Developed a classification model using Scikit-learn (May '20).

## Academic Achievements

- **ABU Robocon 2020:** Led team to **2nd Place** for Best Proposal/Design; scored 99/100 in Stage 1 with an **AIR of 25/86**.
- **PlutoX Drone Competition:** Secured **3rd Place** for developing a flight algorithm enabling dual-flip maneuvers.

## Soft Skills

- Thinking & Visionary Leadership
- Decision-Making & Problem-Solving
- Negotiation & Persuasion
- Active Listening & Effective Communication
- Stakeholder & Relationship Management

- Optimized business pricing strategies by leveraging automated competitive benchmarking tools to drive higher cab booking volumes.

## Previous Work Experience

**Senior Product Analyst | Magicpin,** Gurugram, India May 2022 – April 2024
**Growth Path: Product Analyst to Senior Product Analyst**

- Partnered with Tech & Design Teams to improve product features and overall user experience.
- Developed wireframes & managed end-to-end development of new product features.
- Monitored **user interactions and Click-Through Rates (CTR)** to measure and improve feature performance.
- Applied Python for data analysis to support product strategy & day-to-day decision-making.
- Automated manual processes for updating app offers, user segments, and merchandising using custom scripts.
- Built **automated dashboards** to track daily revenue and burn rates, helping leadership stay informed on business health.

**Product Analyst**

- Managed the **partner-facing web and app products**, focusing on improving the UI/UX and overseeing new feature launches.
- Built engagement tracking dashboards that contributed to a **23% increase in Daily Active Users (DAU).**
- Monitored revenue and supply growth by developing hourly reports and performance dashboards.
- Utilized a technical stack including Python, MySQL, BigQuery, and Looker Studio for data analysis, and Jira/Bitbucket for project management.

**Associate Consultant (Business) | Cubastion Consulting Pvt. Ltd.** **Jul 2021 – Apr 2022**

- Optimized technician assignment logic and developed an automated NPS tracking dashboard for Voltas.
- Designed wireframes and managed payment gateway integration between PayU and SAP using Siebel Technologies.
- Executed data-driven projects by leveraging **Python, SQL, Excel, and Data Studio** to improve operational reporting.
- Utilized Oracle Siebel to streamline business processes and ensure system integrations.

## Extracurricular Activities

- **Coordinator, Celesta (IIT Patna):** Managed operations for the annual Techno-Management fest.
- **Coordinator, Tinkerers Lab (IIT Patna):** Oversaw lab activities and technical projects.
- **Sub-coordinator, Sparkonics:** Led initiatives for the Electrical Engineering technical club

## Personal Details

- **Date of Birth:** 6th November 1998 | **Languages Known:** English, Hindi, Oriya
- **Address:** Bhubaneswar, 751024, Odisha