KSHIPRAJ U

 Bengaluru   ✉ kshipraj1509@gmail.com   📞 +919483153030   in Kshipraj U

💼 PROFESSIONAL EXPERIENCE

Associate Product Manager - 1, *Meesho*   May 2024 – present │ Bengaluru

*Meesho is the **only profitable** horizontal Indian e-commerce player with $**4Bn+ GMV, 120Mn+ MAUs** and **500Mn+ App Downloads***

Bulding Seller Support Experience:
- Reduced avg resolution time (ART) **by 30%,** boosting Support NPS **by 3.8 points** by solving Fulfilment related inefficiencies
- **Built real-time ticket pipeline** & CRM instrumentation, cutting automation bugs from **17% to 3%** ; TATs from **10 days to 2**
- Documented 5+ PRDs and outlined a roadmap to boost Seller Trust perception, targeting a **20pp increase** in seller NPS.
- *Softwares/Tools Used: JIRA, Confluence, Coda, SQL, Metabase, Google Sheets, Superset*

Business Analyst, *Rupifi*   Jul 2022 – Apr 2023 │ Bengaluru

*Rupifi is an **Embedded B2B BNPL** and Checkouts Fintech with disbursals in excess of **4000 Cr** and helping grow **125,000+ MSMEs***

Risk Reduction to boost Unit Economics:
- Identified high-risk segments in 5 portfolios, employing risk mitigations to achieve **19% growth** and **reduce risk by 45%**
- Implemented negative serviceable pincodes, reducing Non-Performing Assets (NPA) by over **20 basis points significantly**
- Derived portfolio level PnL to come up with more efficient risk strategies to improve CM1 and CM2 numbers **by over 75%**
- *Softwares/Tools Used: SQL, Metabase, Altair- Decision Tree, BigQuery, Google Sheets*

Infini - **Scan and Pay Product │ Ideation, Scaling and Sustenance:**
- Ideated and collectively scaled a new 'Scan and Pay' Product for Retailers to **50 Cr Monthly GMV** with over 4000 active users
- Handled multiple stakeholders to take this **Product Live** in a very small TAT
- Softwares/Tools Used: SQL, Metabase, OWOX BI Queries , Google Sheets, Python

Churn analysis to improve Month-on-Month growth and repeat rate:
- Conducted in-depth analysis of overall activations till date to strategically segment customers into **6 distinct churn cohorts**
- Implemented tailor made strategies for 3 of the above 6 cohorts to help drive a **steady 10% Month-on-Month growth**
- Increased funnel conversion from Activations to Transactions through calling analysis and understanding pain points **by 5%**
- *Softwares/Tools Used: SQL, Metabase, Google Sheets, Clappia*

*Distinguished as a **Powerhouse Performer of Team Analytics** for outstanding contributions and impact by Rupifi in August 2023.*

🎓 EDUCATION

M.Sc in Chemistry & B.E. Mechanical,   2023 │ Pilani, India
*BITS Pilani - CGPA: **8.38***

*Skills: **SQL, Advanced Excel, MetaBase, Google Sheets, BigQuery, Microsoft PowerPoint, Microsoft Word, Python(Basic)***

🏠 POSITIONS OF RESPONSIBILITY

Head Suspension Systems, *Inspired Karters-GRAVITY*   Feb 2020 – Jun 2021
- **Founded** an 11-member team that aims to build a **human-powered** rover for NASA HERC as part of its Artemis Mission.
- Researched, **designed** and **assembled** a Leaning Suspension system for the human-powered rover to take part in **NASA HERC**
- **Raised Rs. 2,17,000** through crowdfunding platforms that covered **more than 80%** of the technical budget of the Team

Executive Member, *SWD Team │ BITS Pilani*   May 2019 – May 2020
- Part of a 5 member team of the **Student Welfare Division** (SWD) nominated by the **Chief Warden** for the AY 2019 - 2020
- Helped in the **onboarding** and hostel allotment of more than **600+ first-year students** and exclusively **mentored** 10 freshers

🏅 COMPETITIONS

NASA Human Exploration Rover Challenge 2021, *NASA*   Apr 2021
Highest scorer in Mission Performance Predictions Rubric category and overall placed **10th out of 43** teams across the **globe**