PRATIK BHANUSHALI

• **Phone**: +1 (469) 543-7613 • **Email**: pratikbhanushali1991@gmail.com

SUMMARY

- Data-Driven Product Manager with 5+ years of experience building Digital B2B software and e-commerce products.
- Demonstrated an ability of managing a team, create and execute a Product Strategy from concept to launch.

EXPERIENCE

NITS Solutions: a Data Science firm   July 2018 - Present
Product Owner

- Developed a SaaS based solution, Marketing Business Intelligence (MIQ) for a Global Fortune 500 client, aimed at increasing their after-sales service revenues.
- Achieved a 3% increase in Customer Retention Rate; advised the client's partners on a strategy to increase the LUR up to 15%.
- Identified key business metrics and benchmarks for client dealerships, to give them better visibility on their marketing efforts and overall revenue goals.
- Developed a capability in MIQ for the users to launch On-Demand and Smart Campaigns, targeted to specific customer segments.
- Product Lifecycle and Program management for the launch of client's Marketing Intelligence Portal, collaborated with multiple vendors and project stakeholders and conducted training workshops for Regional Managers and Corporate users

TrackSafe Systems   May 2017 – Aug 2017
Product Management Intern

- Developed Product Strategy, Scope and identified Market Opportunities for an IoT based solution
- Researched on competitors and prepared a comprehensive report highlighting key insights and pitfalls to avoid for the management
- Collaborated with the co-founders in forecasting the budget and negotiated a 43% reduction in vendor fees
- Interviewed beta customers, to identify MVP feature sets and the KPIs to focus on for an initial launch
- Completed the Intern program in time meeting all the management requirements

GetSetHome.com   Nov 2015 – Jun 2016
Product Manager, e-Commerce – Web & Mobile

- Defined a Product roadmap, prioritized tasks & identified the KPIs for a revamped e-Commerce web portal
- Launched the first release of Android application with complete property booking features and acquired 1000+ downloads in the first month on the Play store
- Achieved a 64% increase in Facebook page reach and managed to get 193,000 impressions on the website through google search and display network advertisements
- Implemented 'One-click rent payment' which was used by 90% of the customers to pay their dues online

BookMyShow.com   Aug 2014 – Oct 2015
Software Engineer

- Developed an API for Movie search on web, which added a good user experience in buying tickets , thereby increasing the overall conversion rate by 33%
- Analyzed website browsing trends, performed A/B testing and reported the study to Product Manager
- Accomplished one of the flagship finance products of BookMyShow, Wallet Payments, as an Interim Product Manager and acquired 200,000 activations on the first day of launch

EDUCATION

The University of Texas at Dallas – School of Management   2016 – 2018
Master of Science (MS) - Information Technology & Management, **3.78 GPA**

- Awarded Dean's Excellence Scholarship for Merit
- Served as the President of the Toastmasters club in the School of Management

University of Mumbai   2010 - 2014
Bachelor of Science (BS) – Information Technology

Certifications: Certified Scrum Product Owner (CSPO), Software Product Management, Google Analytics
Core Competencies: Product Research**,** Product Strategy, Complex data analytics, Project management, Predictive modelling, Customer Segmentation/Clustering

SKILLS

Tools: Tableau, Power BI, JIRA, Confluence, MarvelApp, Google Analytics, Photoshop, Sketch, InVision, Balsamiq, Excel, PowerPoint, MS Project, WordPress

Technologies: HTML, CSS, R, Python, SQL, NoSQL, PHP, JavaScript, NodeJS, Git, MongoDB, Hadoop, Spark, HIVE