Atharva Kulkarni

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Education

W.P. Carey School of Business at Arizona State University — Tempe, AZ
MS - Master of Science, Business Analytics. [GPA: 3.73] — May 2023

Pune University — Pune, India
MBA - Master of Business Administration, Marketing & Business Analytics. [SGPA: 7.3] — May 2021
BS - Bachelor of Science, Computer Science. [GPA: 4.0] — May 2018

Work Experience

Bennett, Coleman & Co Ltd (Times Group) - India's oldest media conglomerate. — Mumbai, India
Lead Product Manager — Jun 2021 - Jun 2022
- Achieved the 'Top Product' award for redesigning ads.timesgroup.com to reach new international markets and remote regions, generating an additional 8% revenue for the organization.
- Enhanced website UI/UX with optimized landing pages and sales funnels, resulting in a 3.2x increase in website conversions.
- Engaged with project and digital product managers to define performance metrics and analyzed large datasets to effectively visualize performance for the team and executive leadership.

Zomato Ltd - Indian food delivery startup, acquired Uber Eats India. — Mumbai, India
Product Manager — Jan 2019 - Jun 2021
- Analyzed user journeys to identify pain points and improve customer experience, resulting in a 15% increase in engagement.
- Conducted in-depth competitive analysis & benchmarking, resulting in the launch of Zomato Pro, Marketplace & Pickup features along regional and global priorities, increasing market share by 9% within 6 months.
- Engaged with data science teams to classify user segments based on customer data and behavior to provide personalized recommendations, leading to a 10% rise in new customer acquisition and 15% rise in average order values
- Collaborated with cross-functional teams of marketing, creatives, logistics and supply chain to implement a premium delivery loyalty program, resulting in a 20% increase in repeat customer orders.

Zomato Pvt Ltd - First Indian startup unicorn to go public. — Mumbai, India
Business Analyst — Aug 2018 - Dec 2018
- Assisted in-house and third party logistics (3PL) teams to prepare for surges and slumps by accurately forecasting supply & demand of delivery partners, resulting in a reduction of 20% in delivery wait times and 7% in delivery costs.
- Led cross-functional initiatives to improve customer satisfaction and retention, including the implementation of feedback surveys and analysis, resulting in a 15% improvement in NPS and a 9% reduction in churn rate.

Gini & Jony - Indian kid's clothing brand present in 500+ locations. — Mumbai, India
Freelance Ecommerce Manager — May 2017 - May 2018
- Managed the end-to-end development of the Shopify web store and implemented A/B tests with landing pages, layouts and navigations leading to a 40% reduction in bounce rate and a 22% increase in conversion within a quarter.
- Optimized SEO for the Shopify & Amazon store with comprehensive keyword research, on-page tags and high quality backlinks leading to a 40% increase in domain authority scores.
- Introduced seasonal promotions and flash sales, contributing to an 18% increase in overall sales during peak seasons.

Project Experience

Slalom Inc. - Global consulting firm. — Scottsdale, AZ
Lead Product Manager — Jan 2023 - May 2023
- Led the development of an automated web scraping and insight generation tool, saving 10 hours of weekly manual work.
- Collaborated with the client strategy & operations team to translate requirements into KPIs and built interactive Tableau dashboards, reducing insights generation time by 30% & streamlining strategic decision-making processes.

Certifications

Advanced Google Analytics | Google Ads 360 | IBM Data Science | Hackerrank Advanced SQL | Product School PAC

Skills

Ecommerce, Web Analytics & Strategy, Digital Marketing & SEO, Digital Product Management, Adobe Creative Suite, Python, SQL, Tableau, Presentations & Storytelling, Data Modeling, Cross-functional Collaboration, Advanced Excel.