



Ojas Maheshwary

A management professional & tech-enthusiast, capable of leveraging strategic & critical thinking to identify & solve customers' problems. Experience in technology consulting, product management & implementation, market research & client handling. Effective communicator with good time management skills & an eye for detail.

Contact

Phone

+91-7011918107

Email

OJASM.LDH@GMAIL.COM

Address

215/1, First Floor, Bharat Nagar,
Ludhiana, Punjab - 141001

Education

2021

PGDM (Marketing & Business Analytics)

Institute of Management Technology,
Nagpur

2017

B.Tech (Mechanical Engineering)

Guru Nanak Dev Engineering College,
Ludhiana

Certifications

Salesforce Marketing Cloud
Administrator by Salesforce

Tableau Analyst badge by Tableau

Google Analytics for Beginners by
Google

Introduction to Generative AI by
Google Cloud

Skills & Tools

Product Management

Business Analysis

Market Research

Digital Transformation

Project Management

Data Analysis

IoT (Internet of Things)

Salesforce / SFMC

Generative AI

Experience

Jul 2022 - Present

Yellow.Ai | Bengaluru

Product Specialist

- Assisted PMs in **devising product strategy & product roadmap** for each quarter & help in managing PLG funnel
- Feature implementation** & spec doc - Introduced channel filter node & revamped event hub within Studio module
- Conceptualised, developed & launched **MVP** for **payments automation** & feature gating for freemium version
- Brainstormed & helped in creating **2 GenAI** features in the self-serve tool & reduced bot creation time by **~70%**
- Coordinated with UI/UX team & developers for instrumentation & implementation of new & existing features
- Worked with tech-writers & academy teams to make documentation & academy courses for use cases & features
- Created data dictionary of all instrumented events within the product used for KPI tracking in Mixpanel
- Managed GTM of value features within product by in-product prompts via Userpilot to newly signed-up users
- Led **onboarding of 30+ SMB & mid-market customers**, & studied pain points during self-serve customer journey
- Enhanced overall activation rate by **~3% (USD 0.54M)** QoQ and increased adoption rate per customer by **>10%**
- Ideated & led **marketplace initiatives**, i.e. template based onboarding to reduce new customer average go-live time from **8 days to 6.6 days** & uplifted **go-live rate** by 6%
- Tracked & analysed **NPS** via UserPilot, **user feedback** surveys & 1:1 **user calls** to identify customer pain points
- Tracked data & **top KPIs for PLG growth via Mixpanel** via funnelling of instrumented Front-end & Back-end events
- Key **KPIs** - MAU @500 users, DAU @30 users, Day7 retention @35%, Week3 retention @15%

Dec 2021 - Jul 2022

NielsenIQ | Gurugram

Analyst - Consumer Insights

- Conducted **quantitative research** along with questionnaire design, project management, analysis and reporting
- Defined research methodology and **target group** basis customers' characteristics and marketing strategy
- Identified **consumer needs, product features, triggers & barriers** for buyer's purchase decision & **sources of brand awareness** to enhance **ATL & BTL** activities targeting better **brand activation**, adoption & value proposition
- Managed 2 car clinic studies targeted at understanding **marketing mix** (4Ps) & buyer's **car purchasing process**
- Analysed survey data for **customer profiling & product improvements** while defining positioning & pricing
- Performed **advertisement evaluation** study via NielsenIQ's in-house model to enhance campaign effectiveness
- Evaluated campaigns (pre & post launch) & **brand funnel** to monitor **brand health via brand track** study
- Managed requirement gathering & sales bid while catering to adhoc **RFPs/RFQs** via in-depth compelling proposals

Jul 2017 - Jun 2019

Accenture | Gurugram

Analyst

- Gathered **high-level requirements** to test **Google IoT ecosystem** efficacy via client's development & mgmt. teams
- Prepared **Business Requirement Document (BRDs) & user stories** for testing of new features & improvements
- Developed **5 BRDs** along with test plans and **100+ test scenarios** to test new features & improvements
- Conducted **5+** Baseline & **100+** Regression test modules for **10 devices** in **7 languages** for Google assistant
- Executed **2000+ test cases**, logged **120+ bugs**, improved response accuracy & localisation accuracy by **>10%**
- Facilitated smooth **communication** among client, business & tech teams to implement product testing strategy
- Conducted **need analysis, loss analysis, competitor analysis & user testing** (e.g.: A/B & MVP testing)
- Led **product demos & presentations** on product testing process, end consumer feedback & product performance
- Hands on experience with **JIRA** for raising bugs, feature requests & managing test sprints in **Agile framework**
- Improved key **KPIs** QoQ like error handling, personalisation effectiveness, security & privacy, stability & reliability, context handling, localisation accuracy, defect deflection rate, response accuracy, voice recognition accuracy, etc.

Interests & Hobbies

- Playing chess, table tennis and solving sudoku
- Watching Hollywood movies and English TV series