

Mayank Kumar

Product Manager | MBA, MDI Gurgaon | B. Tech. Computer Science
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SUMMARY

Product Manager with 6+ years delivering e-commerce and platform products across checkout, catalogue, fulfilment, and AI-powered audit workflows. At PwC India, drove measurable outcomes across 6+ client engagements — including 17% conversion uplift, 40% stockout reduction, and 32% partner adoption growth — spanning D2C grocery and enterprise SaaS.

WORK EXPERIENCE

Product Manager (Senior Consultant) | PwC India · Bengaluru

Jul 2023 – Present

Embedded Product Owner for Le Marche (premium D2C grocery) and Satya Retail (omnichannel grocery) — ecommerce, checkout, catalogue, and fulfilment.

- Drove 17% checkout conversion uplift on Le Marche by owning Mo-Engage lifecycle campaigns and SEO optimisation, lifting platform engagement 28% annually
- Improved purchase-event tracking from **70% to ~100% accuracy** via server-side GA4, surfacing a **47% checkout drop-off** that directly informed slot-workflow redesign
- Launched Shop by Category across **3,000+ products**, increasing homepage engagement **23%** and reducing bounce rates **12%** through behaviour-led navigation restructuring
- Shipped co-purchase-driven Similar Products recommendations, improving **PDP-to-cart conversion 15%** and cutting PDP exit rates from **38% to 29%** across browsing journeys
- Reduced stockouts **40%** and improved festive fulfilment efficiency **25%** by redesigning inventory thresholds using demand-velocity modelling and capacity-aware delivery slot logic
- Cut checkout drop-offs **18%** and improved 60-day retention **22%** by shipping location-based discovery, category restructuring, and targeted checkout UX improvements.
- Unlocked a seasonal revenue segment by launching corporate gifting workflows — contributing **9% of festive-season orders at 4.2x average order value** vs regular purchases
- Increased Satya Retail partner adoption **32%** by rebuilding Field Sales (FoS) workflows and promotional tooling on the retailer platform, improving operational productivity **24%**
- Owned sprint validation and UAT across 6+ client engagements, cutting post-release defects **40%** and improving release predictability during high-traffic festive periods.
- Spearheading AI-powered scoping and inherent risk assessment workflows on PwC's **NextGenAudit** platform, leveraging **Azure OpenAI** for global FY26 rollout.

Product Management Intern | ePayLater (BNPL Fintech) · Bengaluru

Apr 2022 – Jun 2022

MBA internship — worked with the product team on checkout funnel analysis, credit risk, and user research.

- Analysed **three BNPL checkout funnels**, improving completion rates through targeted experimentation and structured drop-off reduction initiatives
- Conducted **12+ customer interviews**, identifying onboarding gaps influencing repayment prioritization and customer experience decisions.
- Built SQL dashboards tracking **five credit-risk metrics**, helping teams prioritize experiments using repayment and behavioural insights effectively

Software Engineer to Senior Software Engineer | Zebi Data · Hyderabad

Aug 2017 – Apr 2021

Hyperledger Fabric blockchain platform for government and enterprise record verification — joined as fresher, grew to senior engineer over 3.5 years.

- Built verification APIs supporting enterprise workloads, reducing response times **below 2 seconds** across high-volume production environments
- Developed migration pipelines validating and deduplicating **800K+ historical records**, ensuring zero data loss during system transition
- Optimised platform throughput **12x**, from 1,500 to 19,000 transactions/second, through asynchronous processing and architecture improvements
- Developed shared verification infrastructure across enterprise teams, improving platform reliability and reducing duplicated engineering effort
- Onboarded enterprise and government clients onto the verification platform, scaling active verifications to **5 million+** transactions reliably

SKILLS

Product: Roadmap Planning · Product Discovery · PRD Writing · User Stories · Stakeholder Management · Funnel Analysis · A/B Testing · Feature Prioritisation · Customer Journey Mapping · UX Optimisation · API Integrations · Go-to-Market Planning · User Interviews

Delivery: Agile · Scrum · Sprint Planning · Backlog Grooming · Acceptance Criteria · UAT Coordination · Release Planning · Cross-functional Collaboration

Analytics & Tools: SQL · GA4 · Mix Panel · Looker Studio · Figma · JIRA · Confluence · Postman · Excel · Notion · Azure DevOps

Technical: Azure OpenAI · Emergent · Cursor · Lovable · Generative AI (ChatGPT · Claude · Copilot) · REST APIs · System Design Fundamentals · Python · CI/CD Basics

EDUCATION

MBA — General Management | Management Development Institute (MDI), Gurgaon

2021 – 2023

B.Tech — Computer Science | Guru Ghasidas Vishwavidyalaya, Bilaspur

2013 – 2017

CERTIFICATIONS · LANGUAGES · COMPETITIVE EXAMS

Certifications: SAFe 6.0 POPM (2026) · CSM (2024) · Microsoft AI PM Specialisation (2025) · PM Fellowship – Upgraded (2024)

Languages: English · Hindi

Competitive Exams: CAT 2020: **98.53 percentile** · IIFT 2020: **98.15 percentile**