

PARTH SAGAR

Product Manager | User Growth | D2C | 0 – 1 PM

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SUMMARY

Senior Product Manager with 9+ years of experience building and scaling high-impact D2C and consumer products across e-commerce, marketplaces, and fintech. Expert in 0→1 product development and full-funnel growth — turning ambiguous problems into scalable, AI-enhanced systems that drive measurable conversion, retention, and revenue. Delivered a 10x search-conversion lift at Hyugalife, an 80%+ payment-funnel success rate on ₹21Cr/day GMV at JioMart B2B, and a 45% repeat-purchase rate scaling a D2C brand to ₹15L+ in 11 months. Combines rigorous data diagnosis (Mixpanel, GA4, SQL) with disciplined experimentation, lifecycle marketing, and AI-powered personalization.

CORE COMPETENCIES

Product Strategy & Roadmapping · 0→1 Product Development · PRDs & Prioritization (RICE/Kano) · Funnel Optimization · A/B & Multivariate Experimentation · Cohort & Funnel Analytics · Lifecycle & Retention Marketing · Personalization & AI Product · GTM Strategy · Stakeholder Management · SEO & AEO
Tools: Mixpanel · GA4 · SQL · Tableau · MoEngage · WebEngage · Optimizely · Jira · Google Ads · Meta Ads

PROFESSIONAL EXPERIENCE

Founder - Product Management & User Growth · Pehali Rasoi
Mumbai

Nov 2024 – Apr 2026

- Building and scaling a direct-to-consumer ordering channel to 33% of total revenue by designing the acquisition → onboarding → re-engagement funnel that removes dependency on third-party marketplaces.
- Driving a 45% repeat-purchase rate (vs. 20–30% category benchmark) by building a WhatsApp-based CRM and automation engine with cohort-driven re-engagement and feedback loops.
- Launching and scaling presence across Swiggy and Zomato to 4.6 and 4.2 ratings at 50+ orders/day by standardizing quality through QA workflows and operational SOPs.
- Scaling revenue to ₹15L+ in 11 months at 74% peak MoM growth by running hypothesis-driven pricing and assortment A/B experiments.
- Anchoring product positioning, assortment, and GTM by validating an underserved consumer segment through primary research and customer discovery.
- Building an AI image-generation content pipeline for new product drops — eliminating photography cost and compressing launch cycles.

Product Manager · Hyugalife
Mumbai

Oct 2023 – Nov 2024

- Delivered a 10x search-conversion lift and 3% revenue gain by defining and shipping an AI-powered search-ranking and personalization overhaul, scoped through funnel analysis and a detailed PRD.
- Drove a 20% PDP conversion lift and 10% sitewide engagement uplift by running 20+ structured A/B and multivariate experiments per quarter on Optimizely and VWO.

- Increased repeat engagement by building lifecycle journeys on MoEngage and WebEngage across push, in-app, email, and WhatsApp.
- Sharpened personalization and prioritization decisions by building Mixpanel and GA4 dashboards and SQL cohort analyses across reach, engagement, retention, and conversion.
- Shipped a protein-calculator engagement tool, BNPL and OMS integrations, and a loyalty program.

Product Manager · JioMart B2B (Jio Platforms Limited)

Dec 2022 – Sep 2023

Navi Mumbai

- Lifted payment-funnel conversion from ~50% to 80%+ by diagnosing drop-off through funnel analysis and introducing UPI intent, with success metrics and PRD defined upfront.
- Delivered RBI card-on-file tokenization compliance on schedule by coordinating engineering, legal, and risk teams without disrupting live UX.
- Identified and helped recover ₹20L in fraud and cut company losses by 2% through SQL-driven analysis and root-cause investigation.
- Built funnel-KPI dashboards across kirana and HoReCa order flows and managed the data team's sprint cadence and backlog in Jira.

Product Manager · Morningstar

Apr 2021 – Nov 2022

Navi Mumbai

- Improved operational efficiency by 30% and lifted throughput from 5 to 8–9 features per sprint by redesigning delivery and migrating a 12-member team from Scrum to Kanban in Jira.
- Eliminated multi-week ops-ticket wait times through the Kanban transition, enabling the team to resolve issues without waiting on sprint cycles.
- Designed internal tooling to remove recurring operational bottlenecks.

Founder - Product Management & User Growth · Pearlkraft

Jul 2017 – Mar 2021

Mumbai

- Cut audience drop-off from 90% to 20% by diagnosing root causes (trust gap, delivery uncertainty) through funnel analysis and shipping targeted trust and discovery interventions, measured iteratively.
- Increased AOV by 15% by launching a Frequently Bought Together recommendation engine to improve cross-sell.
- Grew organic traffic from ~0% to 30% of total across 7–8K monthly visitors through SEO strategy and Google/Meta performance marketing, tracked in Google Analytics.
- Reduced RTO on COD orders by designing a workflow system, integrating payment gateway and courier partners end-to-end.

Business Analyst · Spaisa Capital

Jun 2016 – Jun 2017

Mumbai

- Cut account-activation time from 3 days to 3 hours by re-engineering the onboarding funnel, enabling 10,000+ new acquisitions per month.
- Researched and launched OnlyMF, a new account type for first-time investors (SIP + view-only access) — acquiring 1,000+ users/week with 20% converting to full trading accounts within a month.

EDUCATION

PGDM / MBA — Information Technology

2014 – 2016

Chetana Institute of Management & Research, Mumbai

BMS — Marketing Management

2010 – 2013

University of Mumbai