SUBHARANJAN SAHOO

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8+ years of experience in building multiple products and now building products for millions of Indian households

Employment History

Product Manager | BCITS Pvt Ltd.(www.bcits.co.in)   *Aug 19 - Present*

BCITS is a leading application provider in the energy and utility sector. The company provides multiple products for enterprises for managing billing, revenue, consumer & other enterprise resources. The company also enriches the lives of millions of households by providing web and mobile applications to apply new connections, payment of bills, recharging of meters, saving energy, and other self-service activities.

- Built, led and mentored a cross-functional team of 15+ members(APMs and Developers) for product development and managed multiple product portfolios
- Built payment experience for 10+ million consumers and processed payments of 100+million transactions valued more then Rs 3000 crores
- Increased payments by 8% by introducing online payment through web and mobile apps as logged in or guest user
- Increased payments and collection by 15% by taking initiatives to partner with BBPS system(Bharat Bill Pay - AmazonPay, GPay, Paytm, etc.) and Ezetap
- Built a web product platform that is getting used in three successful products contributed to Rs 150+ crore revenue
- Increased the onboarding and login satisfaction from 3.4 to 4.1/5 by designing, developing an SSO platform that authenticated 4+ million requests
- Improved 24% bill collection during covid for all our enterprise clients by developing trust billing

Sr Business Analyst | Intellifour Software Pvt Ltd (www.renianalytics.com)   *Feb 15 - July 19*

- Developed a Paas that drove revenue of $4 Million from clients across telecom, IT and banking
- Improved lending conversion rate by 13-20% for Flexi loan and 8-10% for the line of credit customers over six months for KTC Bank
- Optimized supply chain of a leading file server manufacturer by predicting order status, shipping status and probable delay.
- Reduced Truck roll by 8% in a pilot with a telecom company by analyzing log data, recommending probable fault devices to replace and building a knowledge base
- Simplified a complex data warehouse by suggesting the common data model by analyzing over 180 business dashboards & reports and 100+ tables
- Optimized 30K+ SKU for piercing pagoda for their brick and mortar as well as an e-commerce channel.

Product Executive | Amkette (www.amkette.com)   *May 13 – Aug 14*

- Identified and entered into two new market segments by conducting user interviews, surveys, industry analysis and competitors analysis
- Grew revenue by 15% YoY by ideating, developing and launching two portable audio speakers and 4 Bluetooth headsets within a year of time frame through 50+ channel partner interviews, 30+ consumer interviews and 100+ consumer surveys

Education and Certifications

MBA | 2013, Institute of Management Studies. BHU

B.Tech | 2009, Govt. College of Engineering, Keonjhar.

Foundations of User Experience (UX) Design by Google | 2021, Coursera

Product Manager Certificate | 2021, Product School

Certified Scrum Product Owner | 2019-23, Scrum Alliance

Data Science using Python, Tableau | 2019, Analytics Vidhya

R Programming, Business Strategy | 2015, *Coursera*

Skills/Tools

Technical:
SQL, R, Python, Tableau, Swagger, Postman, Git, SVN.

Product Management:
UX wireframing(Balsamiq), Lucid Chart, Miro, Figma, DrawIO, Trello, JIRA/Redmine, Agile(Scrum).

Interests:
Studying and Investing in the financial Market, Cooking.