# Yash Verma

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## PROFESSIONAL SUMMARY

Product Professional from **IIT Kharagpur** with 1.5+ years of experience driving revenue growth and product innovation at **BharatPe**. Proven track record of launching revenue-generating features (**INR 2 Cr ARR**) and leveraging **Voice AI** for operational scale. Expertise in **Crisis Management, PLG (Product-Led Growth),** and **Go-to-Market (GTM)** execution.

## EXPERIENCE

**BharatPe**                                                                                   Gurgaon, India
*Senior Product Analyst - Product Management (Devices)*                          *Jan 2025 – Present*
- **Ads on Speaker (New Revenue Stream):** Ideated the "Ads on Speaker" initiative during the *i-nnovate* intra-company hackathon and spearheaded the **Product strategy**. Currently generating **INR 2 Cr ARR** (projected INR 4.5 Cr).
- **AI-Powered Collections (Voice Bot):** Launched an outbound AI Voice Bot for autopay reminders and overdue collections, significantly increasing debt recovery rates and reducing manual calling costs by automating the collections funnel.
- **User Onboarding Optimization (PLG):** Revamped the DIY onboarding funnel for merchants, reducing drop-offs and shortening the 'Time-to-First-Transaction' by streamlining the KYC and device setup journey.
- **Crisis Management & Ledger Integrity:** Orchestrated the emergency rollback and reconciliation of **INR 53 Cr** in erroneous transactions (system push error), achieving **100% settlement accuracy** with zero financial leakage.
- **AI-Driven Prototyping:** Leveraged Generative AI tools to accelerate the product prototyping phase, reducing the design-to-development turnaround from **8 days to 1 day**, enabling rapid A/B testing.

*Product Intern — Payments*                                                          *July 2024 – Dec 2024*
- Spearheaded the end-to-end implementation of **Credit Line on UPI**, creating a new revenue stream of **$12,000 MoM** while driving adoption to achieve a steady **12% WoW growth rate**.
- Implemented new product strategies for **Credit Card on UPI** by analyzing user payment behaviors, directly increasing the generated revenue by **21% MoM** through optimized funnel placement.
- Led a team of 8 in the execution of **Multi-cycle Settlement**, reducing payout costs by **$20K MoM** through the implementation of optimized settlement logic and reduced transaction failures.
- Strategized the **Payments and Settlement UI revamp** and Dispute Resolution System, reducing Average TAT by **30%** and Merchant tickets by **40% MoM** by focusing on UX design.

**First Launch | Stolo (Options Trading Platform)**                              Bangalore, India
*Product Intern*                                                                        *May 2023 – July 2023*
- Directed activation funnel strategies, increasing the **subscription conversion rate by 12% MoM** by analyzing user needs and optimizing the onboarding tutorial module for better engagement.
- Led the development of the 'Scalping Terminal' and Multi-Layout analysis features, driving an increase in **user retention by 18% MoM** based on customer feedback.
- Identified critical UX issues by analyzing over **100 recorded user sessions** on Hotjar and conducting deep-dive interviews with **200+ traders** to understand feature drivers and pain points.

**Mantrapoynt**                                                                California, USA (Remote)
*Product and Growth Intern*                                                            *Feb 2023 – May 2023*
- Built an **LLM-based chatbot solution** to assist database managers in performing root cause analysis of database issues, significantly reducing debugging time and manual intervention.
- Partnered with the **University of Central Florida** to develop an ML-based pre-emptive maintenance system for gas turbines, evaluating 5 neural network models to determine optimal performance.

## EDUCATION

**Indian Institute of Technology, Kharagpur**                                    Kharagpur, India
*Dual Degree (B.Tech + M.Tech) in Mechanical Engineering*                              *2019 – 2024*
- Thesis: Real-Time Arc Length Monitoring System using YOLOv8-based Computer Vision models.

**New Carmel Convent, Higher Secondary School**                                      Gwalior, India
*Class XII (CBSE) — JEE Advanced AIR 4853*                                                  *2019*

## SKILLS

**Product Management**: Product Strategy, Crisis Management, PLG, User Research, A/B Testing, Cohort Analysis
**Tools**: JIRA, Confluence, Figma, Mixpanel, Metabase, Notion, Google Analytics, Hotjar, Firebase, Redash
**Technical**: SQL, Python, Generative AI (LLMs), Voice AI, Data Analysis, PowerBI API

## POSITIONS OF RESPONSIBILITY

**Core Team Member | Spring Fest, IIT Kharagpur**                                      2021 – 2022
- Managed events for Asia's largest student fest (footfall 1 Lakh+); coordinated sponsorship drives to raise **INR 14.68 Lakhs** (16% YoY increase).
- Co-headed a team of **35 members** to execute a nationwide publicity campaign across **450+ colleges**, ensuring maximum brand visibility across the country.