

SUDESH MANDRE

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PROFESSIONAL EXPERIENCE

Marketfeed, Bangalore

Associate Lead Product Analyst, Product

Oct 2025 - Mar 2026

- **Onboarding Pipeline: Improved onboarding conversion rate by 20%** by building end-to-end funnel dashboards, tracking weekly drop-offs, and highlighting actionable insights to resolve friction points across key onboarding steps.
- **ToFU Segmentation Analysis:** Conducted Top-of-Funnel segmentation analysis to identify highest-traffic websites and top-converting acquisition sources, **leading to metric tracking efficiency by 90%**. Creating visibility into new user growth drivers and establishing a correct metric tracking framework.
- **User Nudge (Communications Strategy):** Segmented trading users into cohorts based on their trading journey and profitability, and identified free capital available per segment to enable targeted and personalised communication strategies. **Leading to total AUM addition of 3 Cr** from this activity.
- **Prioritisation Logic Evaluation:** Analysed Form-2 responses to identify redundant questions in the user prioritisation framework, providing key inputs that streamlined the logic used to define and rank user priority.
- **Mutual Funds (0→1):** Owned the end-to-end analytics setup for the Mutual Funds pod from scratch. Defined data tables, created user segments, and built funnel & health metric dashboards, enabling structured tracking of the pod's performance for the first time.

Senior Product Analyst, Product

Nov 2024 - Sept 2025

- **Churn Analysis:** Performed churn analysis on churned users to identify key factors driving churn and sensitive periods of churn risk, revealing that non-pledged users with minimum capital have the highest churn tendency if strategies underperform **in the first 3 months**.
- **Acquisition model performance:** Analysed user acquisition models to identify underperforming ones responsible for introducing junk users into the onboarding pipeline, directly contributing to improved team capacity and lead quality. Contributing to **40% lower junk users volume & 3% improvement in onboarding rate**.
- **Lead Attribution:** Built a lead attribution methodology mapping Form-1 and Form-2 leads to acquisition channels, identifying channels with highest AUM and AUM-per-user to differentiate lead quality across the funnel & developed a CRM dashboard to track channel performance, attribution, and lead conversion, enabling better decision-making for the acquisition and media teams.
- **Metric Revamp:** Partnered with all functional leads to identify and consolidate key metrics per team, and built a weekly automated mailer, eliminating the need to reference multiple dashboards or data sources.

IndMoney, Bangalore

Senior Product Analyst, US Stocks

Apr 2024 - Sep 2024

- **Increased onboarding conversion rate by 7%** by optimizing the entire onboarding journey for better user engagement and retention.
- **Scaled wallet funding from 20 to 500 remittances per week** with a new partner bank by implementing enhanced user whitelisting logic and optimizing funnels for targeted users.
- **Deep-dived in the sip funnels** to identify key pain points during SIP creation and deduction processes. Implemented targeted communication strategies and recourse options, resulting in a **15% reduction in SIP creation failures** and a **9% reduction in deduction failures**.
- **Fixed data management in Mixpanel**, enhancing visibility across all funnels by building comprehensive funnel dashboards and ensuring accurate data tracking for the entire Product Onboarding Journey & Payment funnels.

ZoomCar, Bangalore

Product Analyst, Guest Side

Mar 2023 - Mar 2024

- **Achieved a 2% reduction** in host denials with a new "Fulfillment" metric targeting host-induced cancellations. Designed and implemented a dashboard to track platform and car-level fulfillment metrics.
- **Increased weekly bookings by 200** through targeted offers and discounts. Analyzed First-Time User (FTU) behavior to assess demand and conversion rates across markets.
- **Optimized CAC by 10%**, by leveraging Multi-touch attribution to identify the most effective channels.
- **Reduced cancellations by 3%** through thorough analysis of weekend cancellations, addressing underperforming hosts, and implementing shadow/permanent ban product ideation.
- Developed key metrics and measurement frameworks for new features, including the Product Details Page and Host Controls. Created dashboards to monitor the real-time effectiveness of these releases.

EXL, Gurgaon

Consultant-I, Business Intelligence, VISA

May 2021 - Mar 2023

Risk Analytics for Acquirers:

- Developed a streamlined performance monitoring dashboard in **Tableau** for relationship managers, using **shell automation**.

- Created a 1-stop solution to visualize overall industry performance by aggregating **authorization and settlement data**, allowing tracking of approval rates, sales, and fraud metrics

Risk Analytics for Issuers:

- Designed Tableau dashboards for two major sub-regions to monitor issuer performance across various segments, utilizing **shell scripting and SQL**.
- Improved tableau dashboard for issuer performance tracking by merging reports, automating monthly updates, designing **benchmarking logic in SQL**, and identifying issuer performance wrt market.
- Managed & mentored team to streamline risk analytics & also, managed successful migration of all the BI products of the team from Hive to Tusker.

Paytm, Noida
Business Analyst, Analytics, Paytm Mall

Sept 2020 - May 2021

- **Analysis:** Writing SQL query to fetch raw data from HIVE and then creating Python script to perform EDA & data visualization to keep track of metrics or to check breaches in different lanes.
- **Reporting:** Handling & updating daily, weekly & monthly reports by fetching data from Hive and then completing further operations in Excel or by using Python scripts.
- **Projections & Visualisations:** Developed monthly shipment projections for a client Fulfillment Center using historical data in Excel. Created Google Data Studio dashboards to track on-time deliveries and key supply chain metrics.

SKILLS

Database & Programming: SQL, Python(Scripting, Pandas, Numpy, Matplotlib, Scikit)
Tools & Technologies: Tableau, Big Data, Athena, Redshift, Jupyter, Cloud, MS Office

EDUCATION

National Institute of Technology(NIT), Raipur
Bachelor of Technology(B.Tech) in Chemical Engineering

2015-2019
CGPA: 8.66/10

ACHIEVEMENTS

- Received “The Challenging Newcomer Award, 2021” at EXL
- Led campus initiatives for over 10 industry-wide start-ups and companies as a Placement Convener(2018-19) and Coordinator(2017-18) at NIT Raipur
- Secretary at Indian Institute of Chemical Engineers(IIChE) Student Chapter at NIT Raipur(2018-19)