

Satavisha Mitra

Product Manager - B2C, Growth & AI Products

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Professional Experience

- Oct 2025–Present **Lead Product Manager, Dvara Holdings, Bengaluru**
- Led market research, surveys, user interviews, and usability studies with gig workers to build personas and JTBD, validating the **0-to-1 BBPS launch**; translated customer insights into MVP requirements and aligned engineering, UX/UI, operations, compliance, and business teams, contributing to a **30% increase in transactions**
 - Led the **0-to-1 launch of Sarathi**, an **AI-assisted RAG copilot** available in **8 Indian languages** for on-ground NBFC field officers, grounded in 300+ SOPs and policy documents; reduced query-resolution time by **26%**, accelerated field-case turnaround by **2x**, and evaluated response accuracy pre-rollout
 - Drove **2.5x DAU growth** and **30%** cross-product adoption for **Spark Money, a B2C consumer fintech product**, owning end-to-end customer journeys, product strategy, market research, roadmap, and Agile prioritisation across onboarding, gold savings, investments, payments, and partner integrations
 - Piped Firebase product analytics signals into **BigQuery/SQL** and Looker Studio business intelligence dashboards to track **acquisition, activation, engagement, and retention** and analyse **conversion funnel** drop-off, cutting operations turnaround time by **50%**; ran **GTM cost-benefit analysis** and **A/B tests** on incentives with **Swiggy and BigBasket**, deriving actionable insights that lifted **retention by 33%**
- June 2024–Oct 2025 **Product Management Consultant, YuDai Labs**
- Led **product roadmap and GTM strategy** at an **early-stage startup** for YudaiV3, a GitHub-native AI coding agent; ran customer interviews and supported **evaluation framework** that drove an **80% merge success rate vs. 40% baseline** at **one-fifth the cost**
- Jun 2022–May 2024 **Product Manager - WebAPI, O9 Solutions, Bengaluru**
- Launched an **AI-powered forecasting product on O9's enterprise supply-chain planning platform**, helping customers monitor disruptions, assess operational risk, run scenario analyses, and improve supply-chain decision making; achieved **95%+ accuracy** and reduced risk-response latency by **50%**
 - Owned the WebAPI roadmap for a B2B enterprise SaaS platform, translating complex business requirements into PRDs, user stories, acceptance criteria, and a prioritized **Jira** backlog; led cross-functional sprint planning, UAT, releases, and **post-launch KPI tracking**, reducing support tickets by **20%** and increasing enterprise customer NPS
- Dec 2021–May 2022 **Junior Product Manager, KYC Hub, Bengaluru**
- Built KYC Hub's **0 to 1 customer-facing API Sandbox** and **SQL sales analytics dashboards**; analysed onboarding and adoption funnels and A/B-tested KYC flows, cutting onboarding time by **35%**, improving demo-to-close by **15%**, and lifting engagement by **22%**
- Jun 2018–Oct 2021 **Software/RPA Developer, Servion and Velocity IT, Bengaluru**
- Built 20+ **process-automation** bots using SQL, Java, .Net, and UiPath, improving operational productivity by **40%**

Professional Development

- Apr 2024 **PM CAP, Growth School:** Highest scorer, **98%**; A/B testing and analytics dashboards
- Dec 2021 **Product Management Nanodegree, Udacity:** Product discovery, user research, strategy, roadmaps, PRDs, user stories, journey mapping, Figma prototyping, usability testing, KPIs, Agile delivery, and GTM

Education

- 2014–2018 **B.Tech, Computer Science, Amity University, Noida**