Aaditya Shivanand Tandsi

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PROFESSIONAL EXPERIENCE

Copart Inc, *Automotive Auction Platform*   **Dallas, USA**
Product Manager   *Apr'23 - Present*

- Introduced automated ID verification feature, saving ~$400K per year while reducing user onboarding time by 48 hours and streamlining manual processes by 78%.
- Led cross-functional efforts, engaging internal and external stakeholders, to successfully implement a recommendation engine to assist bidders, leading to a 2% boost in monthly unique bidders on the platform.
- Evaluated 10+ user interviews to identify Title Claims portal pain points, leveraging insights to devise a strategic roadmap for a 15% reduction in claims processing time.
- Completed a comprehensive audit to identify and address client-side analytics instrumentation gaps. Defined technical requirements and utilized resulting insights to drive product and feature enhancements in the user onboarding journey.
- Facilitated migration of Copart websites and mobile app's client-side tracking to GA4 in collaboration with engineers, resulting in annual savings of 100K & enabling enhanced data tracking.
- Ensured full legal compliance with Digital Markets Act (DMA) regulations for all Copart and Cash for Cars websites, maintaining data privacy standards and regulatory adherence.

FitGrid, *Fitness Studio SaaS Management Platform*   **New York, USA**
Product Manager Intern   *Jul'22 – Aug' 22*

- Built an automated Product KPI dashboard for "Studio Client Management" using SQL and Metabase to replace the legacy manual reporting system, saving $30K annually and freeing staff to focus on other mission-critical work.
- Performed competitive analysis and usability testing for a new SaaS product feature with a potential opportunity of nearly $250K in Net Revenue Retention.

CoachEd, *Mentorship Platform for Undergrads*   **Bangalore, India**
Co-Founder & Product Manager   *May'20 – Jul'21*

- Led a team of seven (two designers and five engineers) in building a mentorship platform for students from underrepresented communities with 1,000 monthly active users generating ~$15,000 in annual revenue (FY 2021).
- Designed 15 A/B experiments, which improved retention rate by 10% and upsell rate by 50%, resulting in a 30% increase in revenue (2021-Q4).
- Assessed competitors and market trends to formulate a pricing strategy to improve penetration by 2.5% over FY2021 in the $1.2B EdTech market.
- Launched new features, "Mock Test" & "Interviews," improving DAU by 35% and Average Session Time by 15%.

ClearTax, *Tax-filing & Investments Platform*   **Bangalore, India**
Associate Product Manager   *Aug'18 – Mar'20*

- Implemented new product features - fund comparisons, monthly statements, etc.- for 'ClearTax Invest,' which improved new purchases by 12% and repeat purchases by 27% in 1 quarter (2019 – Q4).
- Analyzed market trends/opportunities in the Consumer Finance space by conducting primary research with user interviews, focus group discussions, etc., to create an online tax filing product that 12% of India's taxpayers used.
- Used data from contextual inquiries, surveys, and interviews to represent UX stakeholders in the product prioritization roadmap of – Clear Black.

EDUCATION

JOHNS HOPKINS UNIVERSITY   **Baltimore, MD**
Master of Science, Engineering Management | GPA:3.73   *Aug 2021 - Dec 2022*

PES UNIVERSITY   **Bangalore, India**
Bachelor of Engineering, Electrical Engineering | GPA: 8.32   *Aug 2014 - May 2018*

PROFICIENCIES

Technology: Python, Java, HTML, Google Analytics, Google Tag Manager, SQL, Jira, Confluence, Canva, AEM, Postman
Skills: Data Analysis, Programming, Data Visualization, Product Road mapping, UX Design, Prototyping, Agile, Scrum
Certifications: Certified Scrum Product Owner, Product Management