

RAHUL BAIJU

Product Manager

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SUMMARY

Experienced Product Manager with 4 years of expertise in e-commerce and technology-driven product development. Proficient in defining strategic product roadmaps, implementing data-driven initiatives, and fostering cross-functional collaboration to deliver impactful solutions. Led the overhaul of an e-commerce platform, optimizing the user journey and boosting conversion rates by 25%. Strong background in market analysis, competitor benchmarking, and integrating third-party solutions to enhance customer experience and drive retention. Passionate about leveraging technology to accelerate business growth, streamline operations, and create seamless, user-centric experiences in dynamic, fast-paced environments.

SKILLS

- **Methodology:** Agile (Scrum, Kanban), Waterfall, SDLC
- **Languages:** SQL, Python, R
- **Data Visualization:** Tableau, Power BI, Excel (Pivot Tables, VLOOKUP)
- **Business Analysis:** Cost/Benefit Analysis, GAP, SWOT, Risk, ROI, KPI Tracking
- **Product Management Tools:** Jira, Confluence, Trello, Microsoft Project, Google Analytics
- **Data Analysis:** A/B Testing, Regression Analysis, Descriptive and Predictive Analytics
- **User Research & Market Analysis:** Market Research, User Surveys, Personas Development, Customer Journey Mapping
- **Product Lifecycle & Documentation:** Product Roadmap, Product Backlog, User Stories, Use Cases, FRD, BRD, PRDs, Process Mapping
- **User Experience & Optimization:** Customer Journey Mapping to identify pain points, Feature Prioritization (RICE, MoSCoW) for roadmap planning, Wireframing & Prototyping (Figma, Balsamiq) for UI/UX improvements, User Feedback Analysis (NPS, CSAT, Heatmaps) for iteration
- **Business & Technical Acumen:** Business Strategy & Forecasting for revenue and growth analysis, Cross-functional collaboration with Engineering, Marketing, and Sales

EXPERIENCE

Kroger, USA Product Manager	Oct 2023 – Current
<ul style="list-style-type: none">• Spearheaded the revamp of the e-commerce platform, resulting in a 25% increase in conversion rates and a 30% boost in user engagement within the first year.• Defined and executed the product vision and strategy, achieving a 30% rise in conversions and launching two market-leading features that increased sales by 20%.• Collaborated seamlessly with cross-functional teams (design, development, marketing), ensuring timely releases and achieving a 99% stakeholder approval rate.• Managed a product roadmap of 50+ features, delivering five major releases ahead of schedule and prioritizing features based on data-driven insights.• Worked with top-tier UX designers to optimize the user experience, resulting in a 15% increase in user retention and a significant boost in customer satisfaction scores.• Led the seamless migration of the product suite to a new e-commerce platform, coordinating efforts across five departments and minimizing disruption to users.• Integrated third-party solutions, improving customer retention by 40% and increasing platform engagement.• Leveraged A/B testing and customer analytics to optimize feature adoption and refine the product strategy, achieving a 20% improvement in feature usage.• Mentored a team of 5 junior product managers, driving them to exceed their quarterly goals and develop into independent contributors.• Recognized for innovation in introducing AI-driven personalization features, positioning the company as a leader in customer-centric e-commerce solutions.	
Amazon, India Product Operations Analyst (Authentication Specialist.)	Apr 2021 – Mar 2022
<ul style="list-style-type: none">• Led collaboration with engineering teams across 20+ software development projects, driving innovation and enhancing product offerings to meet evolving client needs, resulting in a 15% increase in customer retention.• Accelerated time-to-market by optimizing project workflows, reducing major feature rollout timelines by an average of three weeks, leading to a 20% improvement in conversion rates.• Led Agile and Scrum training initiatives for four teams, enabling 50+ employees to enhance operational efficiency and adaptability, contributing to a 25% increase in team productivity.• Defined and executed clear, actionable product roadmaps through effective stakeholder engagement, aligning product strategies with business goals and customer requirements, resulting in a 30% growth in monthly active users.• Established key performance metrics, resulting in a 10% annual improvement in client satisfaction and consistent project success, as measured by a 15% increase in Net Promoter Score (NPS).• Conducted in-depth competitor analysis to refine product strategies, capturing an additional 5% market share and	

- strengthening competitive positioning.
- Proactively identified and addressed project roadblocks, enhancing team productivity and reducing development delays by 15%, leading to a 20% reduction in cart abandonment rates.
- Utilized data-driven insights to assess and optimize product performance, boosting market share and overall competitiveness by 15%, and increasing average order value (AOV) by 10%.
- Streamlined issue resolution processes, ensuring timely project delivery through proactive triage and reducing development delays by 15%, which contributed to a 20% improvement in on-time delivery of product features.

Miraicoders Technology, India | Product Manager

Nov 2019 – Apr 2021

- Led product launch of a mobile app, achieving 100,000+ downloads in the first six months.
- Conducted competitor and market research, influencing strategic decisions and increasing market share by 5%.
- Streamlined project management, reducing development delays by 15% and optimizing workflows.
- Partnered with UX/UI teams to refine product design, increasing user satisfaction by 20%.
- Integrated third-party software, improving user experience and boosting retention by 40%.
- Developed product vision and roadmap, aligning with business objectives and market trends.
- Orchestrated cross-functional efforts to migrate product suite to a new e-commerce platform, managing five departments.
- Prioritized product features using frameworks (e.g., MoSCoW), optimizing resource allocation across 20+ initiatives.
- Led Agile and Scrum practices for four teams, improving collaboration and efficiency for 50+ employees.
- Defined success metrics and KPIs, driving a 10% annual growth in customer satisfaction and retention.

EDUCATION

MS in Engineering Management Northeastern University, Boston MA	May 2024
Bachelor of Technology in Mechanical Engineering New Horizon College of Engineering, Bangalore, India	Apr 2020

CERTIFICATION

- Manufacturing Automation
- Google Data Analytics (Pursuing)
- Google Project Management (Pursuing)