

Sujoy Datta

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Experience

Total: 4Y

Hike Messenger

Jun. 2024 – Present

Associate Product Manager[APM]

Remote

- **Core product team** - focusing on customer churn management system and lenient refund frameworks to boost contributing margins with optimal retention costs.
- Working closely with the ML team on building the **first AI voice-based support** - including a high confidence inference engine which targets **95% P-95 SLA adherence**.

Raaho- Quick Digital Technologies

Jan. 2022 – May. 2024

Associate Product Manager[Intern - APM]

Gurgaon, India

- Eliminated operational dependencies in **user acquisition(1.5x in 2 months)** and **activation(42% D-7)** and streamlined the processes using an app-led KYC approval process.
- Conducted over **30 customer visits** and led user and market research, which involved the redesign of **Raaho Shipper** and **Trucker Apps** as well as internal portals, to more closely align our products with user requirements.
- Worked on challenging problems like- customer support alignment(**ZohoDesk CRM setup**) within the app using voice messaging and **automatic ticket generation using Freshdesk API** and events broadcast using Interakt API.

Zuperly- Learn Your Way Ltd.

Sept. 2020 – Dec. 2021

Product Development Intern

Bengaluru, India

- Drafted technical specifications and test cases for 7+ product features and tracked post-production response using **MS Clarity heatmaps and Redash queries**.
- Defined the product vision, strategy and roadmap and onboarded the first **1200+ beta users**.
- Ran beta and pilot programs during the qualifying phase with almost final products and samples and defined **email workflows using Sendgrid and Mailchimp APIs** (8000+ newsletter contacts and 10+ workflows).

Product Sense/Projects

[View All](#)

Mission Underdogs- Swiggy

- The research outlines an operational testbed, and a **pilot project introduced in a tier 3 city**. The initiative involves identifying and promoting lesser-known, independent restaurants on the Swiggy app.

Uni-Recomm Engine

- The idea was to build a **personalized recommendation engine** that helps students choose the best universities for studying abroad. The product takes into account various factors such as academic programs and affordability.

Education

Indian Institute of Information Technology- Chennai

Jul. 2018 – May 2023

Bachelors and Masters in Computer Science Engineering

Chennai, India

- **Achievements:** Batch of 2018 - Gold Medalist (Highest GPA holder- 9.5/10)

Skills

[View Certifications](#)

Languages : C, C++, Java, Python, JavaScript (React.js), HTML/CSS, SQL, ARM, VHDL

Tools : Figma, Notion, Jira, Trello, Miro, Clevertap, GitHub, BitBucket, Mockflow, Clickup, Zoho