

Tushar Yadav

+1 415 725 0186 · tushar21ydv@gmail.com · San Francisco, CA, USA · [LinkedIn](#) · [Github](#)

PROFILE

Product Manager with a background in analytics and strategy, experienced in leading cross-functional initiatives from concept to execution across AI startups, media, consulting, and financial services. Skilled in translating customer workflows and performance data into clear product direction, KPI frameworks, and scalable operating processes that drive measurable growth and efficiency.

SKILLS

Tech & Programming: SQL(Joins, CTEs, Window Functions), Python (EDA), R, API, MS Excel (Advanced Formulas, Pivot Tables)

Analytical Expertise: KPI Frameworks, A/B Testing & Experimentation, KPI Design & Performance Measurement, Funnel & Cohort Analysis, Trend Forecasting & Root Cause Analysis, Operational Reporting, ROI & Impact Analysis

Strategy & Business: Business Case Development, Value Realization Frameworks, QBR & Executive Reporting, Customer Workflow Analysis, Process Optimization, Market & Competitive Analysis, Stakeholder Communication

Product & GTM: 0 to 1 Initiative Support, Cross-Functional Program Management, GTM Strategy & Enablement, Segmentation & Positioning, Adoption & Growth Metrics, Backlog Prioritization, Launch Planning

Tools: Tableau, Power BI, Salesforce, Slack, Asana, Jira, Microsoft Teams, Hubspot, Monday.com, MS Dynamics365, Google Analytics 4

PROFESSIONAL EXPERIENCE

Product Manager - Analytics & Strategy | Spanda AI | San Francisco, CA **June 2025 - Present**

- Drove end-to-end launch of an AI personalization feature, aligning cross-functional teams around customer workflow improvements and KPI targets, resulting in a **23% increase in small-business visibility in the San Bruno launch**.
- Designed and implemented structured performance and value-tracking frameworks across client initiatives, translating operational data into measurable business cases and **identifying \$1M+ in revenue opportunities**.
- Partnered with Sales, Product Engineering, and Operations to diagnose GTM bottlenecks and implement scalable reporting that improved execution visibility and prioritization across initiatives.

Product Manager - Growth & Analytics | SF Fire Credit Union | San Francisco, CA **Aug 2024 - June 2025**

- Led credit union's first A/B testing experimentation on key customer drop-off points, translating funnel and traffic segment insights into prioritized UI improvements **driving a 30%+ sustained increase in mobile app downloads**.
- Built Salesforce-backed KPI reporting frameworks for the SF Giants sponsorship event to **improve acquisition tracking, ROI measurement, and ongoing performance visibility** for the marketing and operation team.
- Partnered cross-functionally to formalize reporting workflows, reduce ad-hoc reporting requests, and align growth initiatives with measurable performance targets.

Consultant - Ad Ops Performance | Viacom18 Media | New Delhi, India **Jan 2024 - July 2024**

- Managed performance analytics across **225+ clients** (including Uber, Apple, Coca-Cola), translating engagement and conversion trends into business reviews that improved ROI and contributed to a **50% increase in repeat business**.
- Built standardized reporting workflows that improved performance visibility for sales and client stakeholders, enabling data-driven prioritization and **contributing to a 98% client satisfaction rate**.
- Partnered with sales, creative, and finance teams to resolve reporting discrepancies, streamline issue escalation, and improve day-to-day client operations.

Analyst Intern - R&D | Maruti Suzuki India Limited | New Delhi, India **Jan 2023 - July 2023**

- Conducted statistical failure and risk analysis across robotic manufacturing workflows, identifying recurring downtime drivers and supporting process improvements that **prevented losses of 1,000+ vehicles annually (\$5.8M impact)**.
- Built standardized monitoring and reporting frameworks to improve visibility into operational performance, **reducing diagnostic turnaround time to 30 minutes** and lowering recurring issue resolution costs.

EDUCATION

University of California, Davis - Master of Science, Business Analytics **San Francisco, CA, USA**
Coursework: Statistics, Data Management, Machine Learning & AI, Big Data, Analytical Decision Making, FinTech *Aug 2025*

Symbiosis International University - Bachelor of Engineering, Electronics & Telecommunications
Coursework: Intro to Data Science & Artificial Intelligence, Introduction to Big Data, Computer Networks, IOT *July 2023*