

Madhur Jain

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Summary

Product Manager with 5+ years across consumer growth, monetization, ecommerce, and data-led product initiatives, with recent experience building AI analytics and LLM automation workflows.

Skills

AI Product Management | AI Workflow Automation | SQL & Data Analytics | SQL Validation | LLM Evaluation | Prompt Evaluation | Python | LLM Prompt Design | Data Visualization | Funnel Analytics | APIs & Events | Experimentation | Product Roadmapping

Professional Experience

PRISM - Formerly OYO, Gurugram

November 2025 - Present

Product Manager III

OYO US consumer platform, call centre, and G6 platform

PRISM: Travel-tech platform for hotels, homes, and extended-stay accommodations through a technology-led hospitality ecosystem.

• AI & Data Products

- Built a natural-language-to-SQL analytics model with **85% SQL accuracy** across gold-standard business queries, using a two-agent architecture to generate SQL, execute queries, and visualize outputs.
- Reduced analyst dependency by enabling business users to query product and operational data through natural-language workflows.
- Automated PM workflows for research, marketing benchmarks, daily Teams reporting, and PRD creation using Cowork, reducing manual synthesis and reporting effort.

• Conversion & Revenue Growth

- Built a data-backed dynamic fee module for OYO and G6 brands, increasing cost margin by up to **\$2M** annually.
- Led FTC pricing-transparency implementation while recovering conversion through a **28%** reduction in prepaid page views, **10%** improvement in Google HAC price accuracy, and **10%** uplift in HDP-to-booking success conversion.

Splashlearn - Studypad India Pvt. Ltd., Gurugram

May 2024 - November 2025

Product Manager

Subscriber growth & retention, Android app

Splashlearn: EdTech platform for interactive math & reading programs for elementary students.

• App Growth Analytics

- Launched the Android app, scaling to **1,000 monthly** subscribers within 6 months and driving **\$5K in recurring revenue** growth.
- Used engagement analytics to boost Play Store rating from **2.3 to 4.0**, improve Day-0 engagement by **25%**, and increase playable start rate by **30%**.

• Subscriber Growth & Retention Analytics

- Diagnosed a Day-0 engagement gap on iPhone vs. iPad and led a dashboard redesign that improved early user engagement by **10%**.
- Launched a seamless web-to-app migration flow, converting **70%** of mWeb users and increasing **trial-to-paid by 15%**, adding **800 incremental subscribers** per month.
- Developed a first-time user game download algorithm that reduced Day-1 cancellations by **15%** and improved trial-to-paid by **8%**, adding **800 subscribers per month** with an LTV of **\$55**.
- Designed **GPT-4o mini** workflow for gameplay transcript generation, reducing new-content creation cycle time from **6 weeks to 2 weeks**.

Mamaearth (Honasa Consumer Limited), Gurugram

March 2021 - May 2024

Product Manager

April 2023 - May 2024

Aqualogica, referral system, house of brands

Aqualogica D2C Brand: Skincare brand focused on hydration through fruits and actives.

• Aqualogica Growth & Website Analytics

- Spearheaded core product initiatives for Aqualogica, significantly contributing to the brand's revenue run rate of **175 Cr**.
- Led end-to-end website lifecycle across strategy, roadmap, UX, data analysis, QA, copywriting, and operational setup.
- Used homepage and search-funnel analysis to improve homepage conversion by **15%** and search conversion by **17%**.

• Referral & Acquisition Analytics

- Owned referral system across websites, Android/iOS apps, and Yotobox.
- Increased daily new-user signups from referral to **8%** of organic daily acquisition by improving visibility for targeted user cohorts.
- Achieved **40%** referral-user conversion compared to **20%** for signup users by analyzing drip-funnel contribution to organic orders.
- Reduced first-order discount percentage for **Yotobox** acquired users by **25%** across Honasa brands.

Associate Product Manager

September 2021 - March 2023

- **Aqualogica Analytics:** Benchmarked Aqualogica within Honasa Consumer Limited for fastest **0 to 100 Cr** annual run rate.
- **New User Acquisition:** Implemented referral system on **Mamaearth website and app** to reduce CPC for new users.
- **Brand Launch:** Rolled out the BBlunt devices site on Shopify (**AOV of Rs. 2,500+**) and the Aqualogica platform in under **50 days**.
- Partnered with engineering to design scalable API contracts and event architecture supporting **1M transactions per day**.

Product Management Intern

March 2021 - September 2021

- **Fraud Detection:** Automated fraud detection and cancellation, **eliminating manual review effort**.
- **Post-Purchase:** Streamlined Mamaearth's post-purchase flow by optimizing Magento, Unicommerce, and Shiprocket integrations, reducing non-serviceable orders to 0.

Education

The LNM Institute of Information Technology

August 2017 - May 2021

Bachelor of Engineering in Computer Science