Shubham Sinha

Associate Product Manager at Kerala Ayurveda

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Associate Product Manager at Kerala Ayurveda, an Ayurveda brand with clinics and online stores in India and the USA. I research with the people who use the product, write PRDs and acceptance criteria, and test until it holds. Built a WhatsApp support bot that cut tickets 65%. Now rolling out EKAM, our clinic system, and specifying three tools built with AI coding tools.

EXPERIENCE

Kerala Ayurveda, Bengaluru — Jul 2024 to present

Associate Product Manager — Aug 2026 to present

- **EKAM, clinic management system:** ran one-on-one research with doctors and clinic managers, turned it into PRDs, user stories and acceptance criteria, and ran the backlog in Asana. EKAM replaces paper with one record per patient: prescriptions, therapies, follow-ups, booking messages and NPS alerts.
- Tested the new clinic manager app against the old one, wrote the SOPs and trained clinic staff. Live at 2 sites with 600+ consultations and 400+ therapies recorded; 19 more clinics planned by December 2026.
- **AI search (in testing, US store):** specified a store search that understands Hinglish, Hindi and Malayalam to replace a paid app costing about $300 a month, with fixed rules for emergency and mental-health searches. Checked it against 50,000+ test searches; on a scoring sheet it returns more relevant products than the paid app.
- **Customer assistant (in testing):** defined what it must and must not say, including when to send a customer to a doctor and how to handle urgent symptoms. Tested with about 5,000 examples and about 100 scripted turns in nine languages.
- **Lead Desk (in staging):** product owner for an in-house enquiry tracker that replaces a spreadsheet; every call, outcome and stage change is recorded, with go-live checks before real patient data.
- Redesigning the WhatsApp bot from contact data (49% orders, 31% product questions, 24% consultations and health): route by intent and answer order status from shipment data. Owned Vaidyam, the company journal's website, end to end.

Product Analyst — Mar 2026 to Aug 2026

- Went through about 10,000 customer chats, designed the workflow and built a WhatsApp support bot on LimeChat. Since launch on 10 Aug 2026, ticket volume is down 65% compared with before the bot went live, and 80 to 90% of queries are resolved without an agent.
- Found why three teams reported different funnel numbers (a funnel that missed cart updates) and rebuilt the funnel SQL.
- Built the growth team's dashboards in Hex on BigQuery (actual vs plan for India and the US, ROAS by product and campaign, affiliates), writing the SQL. Designed an AI analytics system that flags sudden changes in revenue, order value and order count and diagnoses the likely cause.

D2C Product Ops — Jul 2024 to Mar 2026

- Helped grow daily D2C orders from about 20 to 300 and site conversion from 0.3% to 2.4% today.
- Questioned a checkout upgrade and ran a four-week staged test at 250 to 300 orders a day (90/10, 75/25, 50/50, then full). Moved to the older version, lifting checkout conversion 12 to 18% (relative).
- Redesigned checkout and worked with a PM on the Shopify migration, owning QA and user acceptance testing. Ran pricing, promotions and the catalogue, and managed the website vendor.

Cuemath — Jul 2022 to May 2024

Associate, Business and Growth — Sep 2023 to May 2024

- Managed 100+ parent accounts a month; kept renewals above 90% and grew upsells 30% by moving parents from 1-year to 3-year plans.

Consumer Insights Associate — Jul 2022 to Sep 2023

- Cut repeat support tickets 30% through root-cause work with a team of 10+; kept CSAT above 90%; findings went into the product and tech backlog.

Earlier: sales roles — Aug 2017 to Jan 2022

- **BYJU'S, Noida, Business Development Associate (Jul 2021 to Jan 2022):** grew revenue 40% in my first quarter through one-on-one sessions with 100+ parents and students.
- **vivo India, Jalandhar, Sales Executive (Feb 2020 to Sep 2020):** grew regional market share 15 to 20% through in-store promotions and retail coaching.
- **Samsung Mobile, Jalandhar, Sales Executive (Aug 2017 to Jun 2019):** grew local market share 30% by winning customers from rival brands and training the team.

SKILLS AND EDUCATION

Product	User research, PRDs, user stories, acceptance criteria, staged rollouts and A/B tests, funnel and cohort analysis, QA and UAT, SOPs and staff training, stakeholder and vendor management
Data and tools	SQL, BigQuery, Python, Hex, Metabase, GA4, Search Console, Excel, Google Sheets, Shopify, GoKwik, LimeChat, Asana, Claude (AI coding tools)
Education	BCom, Accounting and Finance, Lalit Narayan Mithila University, Darbhanga, 2017 to 2020