

SASWATA SUBHRA SENGUPTA

Product Manager · Consumer & D2C · Product Discovery · Data-Driven Execution · AI-Native Tooling
Kolkata, India | +91-98363-12162 | saswatasg@gmail.com | [linkedin/ss99](https://www.linkedin.com/in/ss99) | [github/saswatasg](https://github.com/saswatasg) | saswatasg.com

PROFESSIONAL SUMMARY

Product Manager with 2+ years of experience owning the full product lifecycle across consumer D2C platforms, B2B SaaS, and venture-backed startups — from discovery and market research through execution, experimentation, and post-launch performance tracking. Currently leading product discovery at Polimode (Upcore Technologies), a pre-seed/seed vertical SaaS incubator, where I evaluate venture opportunities, run user research and discovery sprints across 4 portfolio companies, and pitch and scope product solutions for external clients.

Strong product thinking grounded in data — built GA4 analytics stacks from scratch, run 20+ A/B experiments on live consumer platforms, and driven measurable revenue outcomes at every stage. Fluent in the modern AI-native development stack: Claude Code, Google Antigravity, Opencode, Lovable, v0, and n8n. Comfortable translating user insights into prioritised backlogs, working closely with engineering, and operating directly with founders and leadership. MBA in Marketing & Analytics from IIT Jodhpur, B.Tech in Mechanical Engineering.

IMPACT AT A GLANCE

₹2.89Cr Revenue recovered per month	+28.71% Add-to-cart lift via experiments	357% D2C revenue growth in 3 months	58% API rejection rate cut	168% Feature engagement uplift	7+ Client solutions pitched & scoped
--	---	--	---	---	---

PROFESSIONAL EXPERIENCE

Product Manager — Product Discovery

Upcore Technologies (Polimode Group) · Apr 2026 – Present · 2 Months

Polimode is a pre-seed/seed vertical SaaS incubator combining early-stage investing with AI-centric product incubation. Upcore Technologies is the product and engineering execution arm, building ventures and client products.

- Lead end-to-end product discovery across 4 portfolio ventures — conducting user research, synthesising qualitative and quantitative insights, framing problem statements, and delivering prioritised opportunity backlogs that founders and engineering teams can act on immediately.
- Evaluate new venture opportunities using structured scoring frameworks across five dimensions: problem severity, market size (TAM/SAM/SOM), competitive whitespace, frequency of need, and solution defensibility — producing conviction scores that inform investment and incubation decisions at fund level.
- Led and co-led 7+ external client solution pitches — conducting discovery sessions to surface real problems beneath stated requirements, translating client needs into technical scopes with internal engineering, and owning the solution narrative from first conversation through signed scope.
- Running a 500+ respondent quantitative survey on AI coding tools and software development lifecycle quality (vibe coding research) — designing methodology, eliminating hypothesis-priming bias, and producing a public whitepaper and internal discovery asset for the portfolio strategy.
- Conducting parallel primary research on B2B vertical SaaS pain points across manufacturing and e-commerce communities in India and the US — building structured community discovery frameworks across LinkedIn, Slack, Telegram, and WhatsApp to surface underserved operator problems at scale.
- Collaborate with internal engineering teams daily to define build scopes, review technical architecture from a product lens, and validate concepts rapidly using AI-native tools (Claude Code, Google Antigravity, Lovable, v0) before committing engineering investment.

Associate Product Manager

LiveKeeping · An IndiaMART Company · Jan 2026 – Mar 2026 · 3 Months

B2B SaaS mobile accounting and GST compliance platform serving 80,000+ active SMB users across India. IndiaMART subsidiary.

- Owned end-to-end product execution for GST compliance journeys (eWay Bill, eInvoice) — translated user pain points into features, wrote PRDs and user stories, ran sprint planning with engineering and QA, managed UAT and launch, and tracked adoption post-release against defined KPIs.
- Analysed 100K+ API transaction logs and government rejection data; built a root cause framework classifying failures across three categories — found 61% of rejections were preventable user input errors our UI was not catching. Prioritised fix backlog with engineering and cut rejection rates by 58%.
- Diagnosed 12% activation on the Send Greetings Pro+ feature via funnel analysis — identified a blank entry screen as the root cause, redesigned the flow, introduced behaviour-triggered push notifications. Tracked cohort data weekly post-launch; achieved a 168% engagement uplift in 6 weeks.
- Built a CEO-level KPI dashboard (MongoDB + Kibana) revealing a 17:1 compliance document gap between Pro+ users working in Tally vs. LiveKeeping native — translated into a data narrative presented directly to VP and CEO that reshaped Q2 roadmap priorities.
- Led agile ceremonies throughout: sprint planning, retrospectives, and stakeholder demos. Maintained PRDs, user stories, and release documentation in JIRA across the full delivery cycle.

Growth Product Manager

Sierra Living Concepts · D2C Consumer Platform, US Market · May 2024 – Dec 2025 · 20 Months

Premium D2C furniture brand on Shopify and nopCommerce serving the US market, with 2M+ annual site visits. No prior PM function existed — built the entire product, analytics, and experimentation practice from scratch.

- Built a zero-to-one product experimentation practice: hypothesis log, A/B test design methodology, statistical significance thresholds, and post-test decision process. Ran 20+ A/B and multivariate experiments using GA4 funnel data and Microsoft Clarity session analysis — lifted add-to-cart rate from 2.82% to 3.63% (+28.71%), adding approximately ₹1.67 crore per month in revenue.
- Identified checkout abandonment (84.53%) as the highest-impact failure point via session recording analysis of 2,000+ drop-off events — classified friction into three root causes (mandatory account creation 42%, shipping cost surprise 31%, non-persistent cart 27%), spec'd targeted engineering fixes, shipped in one sprint, and tracked weekly. Cart abandonment fell to 68.08%; checkout abandonment from 74.09% to 60.77%; ₹2.89 crore per month recovered and sustained for 8+ months.
- Identified an unmet user need for custom furniture configuration via exit survey data (38% cited pricing opacity); spec'd five dynamic-pricing tools with engineering after validating with a no-code prototype — drove custom-order GMV up ₹1.05 crore per month. Delivered Salesforce Marketing Cloud lifecycle journeys end-to-end (welcome, abandonment, win-back) generating ₹0.99 crore per month in incremental revenue.
- Implemented Zoho CRM architecture from scratch — lead routing, SLA dashboards, and escalation workflows — cutting first-response time by 40% and raising close rate from 58.45% to 71.63%. Built all product analytics infrastructure: GA4, GTM, and Looker Studio dashboards. Scaled Entryway Furniture 270% in organic traffic, growing the category from ₹4.6 lakh to ₹24 lakh per month.

Freelance Product & Growth Consultant

Caffena Coffee · Diwan Plywood · May 2025 – Dec 2025 · 8 Months

- Caffena Coffee (D2C health & FMCG brand): Conducted full acquisition funnel audit — spend decomposition, creative fatigue analysis, and landing page conversion review. Rebuilt targeting from scratch, implemented weekly creative rotation, and built a dedicated conversion landing page. Revenue grew from ₹1.62 lakh to ₹5.78 lakh (+357%) in 3 months on an unchanged budget; ROAS improved from 1.8x to 5.77x.
- Diwan Plywood (B2B building materials): Defined lead quality SLAs with the sales team, managed agency vendors across Google PMax and Meta, and built a CPL tracking dashboard — delivering 478–523 qualified leads per month at ₹277–293 CPL across Rajasthan.

Marketing & Sales Intern

Mozo Hunt Pvt Ltd · May 2023 – Jul 2023 · 2 Months

- Ran structured digital campaigns across search and social channels; increased enrolments by 24% and sales by 154% in two months through audience segmentation, creative testing, and weekly performance tracking.

EDUCATION

MBA – Marketing & Analytics · Indian Institute of Technology Jodhpur · 2022–2024

Business Analytics, Consumer Behaviour, Marketing Strategy, Operations Management, Financial Modelling. CAT 2021: 97.69 percentile (VARC: 98.95 percentile).

B.Tech – Mechanical Engineering · Jalpaiguri Government Engineering College · 2017–2021

Strong technical foundation — comfortable engaging with engineering teams on architecture decisions, API integrations, and product-level build trade-offs.

SKILLS & TOOLS

Product Management	User research · problem framing · PRD writing · user stories · backlog prioritisation (ICE/PIE) · sprint planning · UAT · agile squad leadership · release management
AI-Native Dev Tools	Claude Code · Google Antigravity · Opencode · Lovable · v0 · Bolt — used for rapid prototyping, concept validation, and scoping builds before engineering investment
Automation & Agents	n8n · Zapier · Make (Integromat) — workflow automation, multi-step agent pipelines, and product-adjacent process automation
Dev & Deployment	GitHub (github.com/saswatasg) · Vercel · React/HTML/CSS (prototyping level) · API log analysis · REST/JSON familiarity
Analytics & Data	GA4 · GTM · Looker Studio · Power BI · MongoDB · Kibana/Elasticsearch · BigQuery · Excel (advanced) · Python (basics) · SQL (basics)
Experimentation	A/B & multivariate testing · hypothesis design · funnel & cohort analysis · session analysis (Microsoft Clarity) · adoption tracking · post-test iteration
D2C & E-commerce	Shopify · nopCommerce · CRO · checkout optimisation · lifecycle marketing · consumer behaviour analysis · marketplace dynamics
CRM & Marketing Tech	Salesforce Marketing Cloud · Zoho CRM (Admin certified) · Mailchimp · Mandrill
Market Intelligence	TAM/SAM/SOM sizing · competitive analysis · whitespace mapping · venture opportunity scoring · community-based discovery
Collaboration	JIRA · Figma · Miro · Notion · Balsamiq · Monday.com — experienced working with founders, engineering, investors, and external clients

CERTIFICATIONS

- Claude 101 — Anthropic Academy (Skilljar), 2026
- Claude Code 101 — Anthropic Academy (Skilljar), 2026
- Google Analytics 4: Individual Qualification — Google (Valid through 2026)
- Zoho CRM Administrator — Zoho (2025)
- Google Data Analytics — Coursera
- Building Product Roadmaps — Udemy
- Digital Marketing — Google

ADDITIONAL

- Semi-finalist, Tata Imagination Challenge 2023 — Top 2,500 out of 100,000 participants. CAT 2021: 97.69 percentile overall (VARC: 98.95 percentile). 3rd place, JMMC Maths Talent Search (11,500+ participants).
- Volunteer Teacher, Jyoti – A Ray of Hope (2018–2020).
- Interests: digital product development, web design and development, photography, workflow automation, and building things from scratch.