**Aarti Lad**

5+ years of experience in banking and financial services, with an MBA and an MS in Data Science and Analytics.

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**EDUCATION**

* **Southern Methodist University - Master’s degree in Data Science & Analytics (M.S.)**
* **Mumbai University - Master’s in Business Administration in Finance (MBA)**

**TECHNICAL SKILLS**

* **Technical tools:** Figma, Jira, Confluence, Python, Tableau, Power BI, MS Excel, SQL, Google Analytics, UAT & A/B Testing, HTML, CSS, JavaScript, MS PowerPoint.
* **Business:** Design Thinking, Pricing strategy, GTM motion, Agile methodology, API design, Wireframing, SDLC, Data Analysis, User Stories, Road mapping, Prioritization, Google Analytics, Business strategy.

**EXPERIENCE**

**Axis Bank | Product Manager (Feb 2022 – July 2023)**

* Supported the development of product policies and coordinated go-to-market strategies for banking digital applications, enhancing customer satisfaction and achieving a revenue increase of 15%.
* Reviewed existing product portfolios to identify opportunities, leading to the development of actionable recommendations that boosted user engagement by 10%.
* Performed competitive market research, providing insights that informed strategic decisions and improved product positioning.
* Analyzed key product performance metrics, including financials and Internal/external customer feedback, and recommended performance improvements to support data-driven decisions that increased network volumes by 20%.
* Collaborated with cross-functional teams, including Sales, Operations, Marketing, Finance and Technology, to enhance digital banking applications, driving a 25% increase in active users.
* Participated in Agile sprints, Planning, execution, and managing project scope, deliverables, and timelines within budget constraints, contributing to the successful launch of three major product updates.

**Kotak Mahindra Bank | Product Sales Manager (Jan 2020 – July 2020)**

* Led cross-functional collaboration across 12 branches, achieving a $40 million trade and forex income target in 2 months.
* Gathered market information and analyzed competition trends to facilitate product development and improvements for the Product team, leading to the addition of new features and a 30% increase in the customer base.
* Demonstrated business acumen by identifying market opportunities and developing targeted strategies to penetrate new markets, including preparing detailed business cases and catchment-specific approaches.

**ICICI Bank | Customer Service Manager (Dec 2016 – Dec 2019)**

* Analyze consumer needs, current market trends, and potential partnerships to offer unique and technology-driven solutions.
* Collaborated with product specialists, subject matter experts, and credit and service teams to ensure structured and customized solutions as per the requirements of customers.

**PROJECTS & LEADERSHIP OPPORTUNITIES**

**Product Design – Binge Buddy**

* + Built and designed machine learning algorithms for the generative AI model application 'Binge Buddy' (a platform for movie recommendations), independently conducting product testing using the GitHub platform and API integration for data collection.
  + Increased user traffic significantly in 2 days through word-of-mouth advertising to family, friends, and faculty.
  + Analyzed user interaction and customer behavior on the website through the Google Analytics platform.

**Product Design- Edu-Event**

* + Designed, tested, and deployed a secure, user-friendly 'Edu-Event' platform for managing school events, enhancing connectivity and personalization.
  + Implemented an advanced event management system using SQL and R-Shiny, featuring live polling and user preference functionalities, leading to increased customer engagement, and streamlined event organization.

**Business Analyst | SMU**

* + Cleansed and analyzed ticket sales data in Excel; Identified customer groups and strategies to generate revenue.
  + Created Tableau dashboards to visualize data and extract insights into revenue generation, offering actionable recommendations and marketing strategies to leadership internal stakeholders.

**ACHIEVEMENTS**

* Recognized as a top 50 performer in India, invited to the elite 2023 million Dollar Round Table Global Conference in the USA for outstanding contributions to the financial services industry.
* Best women Leadership Award from Pathik Human resource development Institute.
* Best Leadership Award from Future Pathshala pvt ltd co.