

ABHISHEK YOGI

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PROFESSIONAL SUMMARY

Product Manager with 7+ years of experience building and scaling 0→1 and growth-stage products across AI, platforms, and B2B SaaS. Proven track record of driving 55% automation, 12% AHT reduction, and \$1m+ monthly revenue through AI chatbots. Owned end-to-end product lifecycle across strategy, GTM, and execution, leading cross-functional teams across Engineering, Data, Marketing, and Operations. Strong in monetization, API integrations, and delivering scalable, high-impact products in ambiguous environments.

PROFESSIONAL EXPERIENCE

AI PRODUCT MANAGER ← PRODUCT MANAGER ← ASSOCIATE PRODUCT MANAGER | **FAREPORTAL** Aug 2021 – Present

AI & Conversational Products

- Built **AI chatbot** on **Vertex AI** with robust intent detection, multilingual support, and context handling, uplifting **CSAT by 29%**
- Architected **AI Trip Planner** from booking to end-to-end planning, driving **15% engagement** and **65+ daily flight conversions**
- Orchestrated **LLM-based evaluation** with offline **error analysis** and continuous **live monitoring**, ensuring reliable outputs
- Launched **RAG Agent Co-Pilot** leveraging internal knowledge base, reducing **AHT by 12%** and enabling **5+ chats per agent**

Platform Integrations & B2B

- Partnered with **Google** to onboard **Vertex AI APIs**, converting platform capabilities into AI chatbot and driving engineer adoption
- Headed **WhatsApp Cloud API** integration for social ads, owning **GTM strategy & aligning** Marketing, Ops to launch new channel
- Drove **integration with NICE CX platform**, enabling **chat routing**, agent workflows, transcripts viewer, and reporting via APIs
- Spearheaded **B2B monetization** via subscription model, scaling chatbot **adoption across 8 local travel agents to \$40K MRR**

0 → 1 Product Launches

- Developed dialogflow **NLP based Chatbot** that handles **10K daily chats**, achieves **55% automation**, and generates **\$33.3K daily**
- Initiated **WhatsApp** support via **Meta APIs on social media ads**; generating **25 new bookings with \$3.7K daily revenue**
- Analyzed** feedback to design rules-based lead creation and assignment; launched **Priority Lead tool** reducing complaints by **8%**

Product, Growth & Operations

- Led** 12 SDEs, 3 QAs, and 2 UI/UX Designers, driving end-to-end delivery of high-impact products through **Agile methodologies**
- Served as single POC** for Sales, Support, Revenue, Disruptions, Payments & Ancillaries teams, driving initiatives across functions
- Did** in-depth competitive analysis of Trip.com, Expedia, and Mindtrip, **influencing strategic decisions** for Trip Planner roadmap
- Bridged** product, engineering, marketing, and ops to deliver seamless end-to-end user journeys across third-party ecosystems
- Drove **110 daily app downloads** by promoting the CheapOair app via banners and in-flow triggers, improving **user acquisition**
- Started chat **banners and tooltips** on listings; ran **A/B tests** to optimize UX, boosting **engagement by 8% and CTR by 18%**
- Cut **complaints by 10%** by designing airline schedule change flows along with Legal, ensuring compliance with **DOT** guidelines
- Built auto-dialer and **callback scheduler** for leads, **increasing connected calls** by 28% and reducing **manual effort by 15%**
- Owned product **roadmap, prioritization, and sprint planning**, aligning inputs from CXO, Ops, and leadership to drive execution

Data & Analytics

- Led** 2 analysts & 1 data engineer to build and own entire data ecosystem for Ops Product team, enabling scalable decision-making
- Leveraged **FullStory** session recordings to **identify UI/UX friction and user pain points**, reducing functional bugs by **18%**
- Introduced **bi-weekly impact analysis** framework, improving user story metrics by 15% and enabling data-driven decisions
- Reduced **analyst effort by 20%** by integrating **Google Analytics**, improving data accuracy and enabling **actionable insights**

SR. BUSINESS ANALYST ← BUSINESS ANALYST | **OYO ROOMS** Jun 2019 – Jul 2021

- Increased monthly **SHNs by 6% (\$50K)** by identifying high-potential areas, optimizing supply & reopening future inventory
- Boosted vacation bookings by **10%** by building the **BRIX** model and driving execution with a team of 25 account managers
- Optimized pricing strategy through **floor price drops** via **sensitivity analysis**, balancing demand and margins to drive ₹2.98 Cr
- Designed and automated **30+ live dashboards** and **100+ reports** using **Excel, SQL & Power BI**, improving org-wide visibility

SKILLS

- Gen AI / Tech:** Conversational AI, EV ALs, Vibe Coding, RAG, Prompt Engineering, Error Analysis, Prototyping, Machine Learning
- Analytics:** Advance Excel, SQL, Python, R, Power BI, Google Analytics, FullStory, Tableau, Statistics Analysis, C/C++
- Product:** 0→1 Roadmap, Agile/Scrum, A/B Testing, User Research, Wireframe, First Principles Thinking, Culture Building, GTM
- Platform:** Cursor, Azure, Google Cloud, Figma, FullStory, SQL Server, Launchpad, NICE CX One, App insights, Whatsapp Cloud

EDUCATION

INDIAN INSTITUTE OF TECHNOLOGY (IITK)

B.Tech – M.Tech: Civil Engineering | CPI: 8.2/10

Kanpur

July 2014 - May 2019

AWARDS

- 1st Prize (\$560) - Recognized for identifying the **most impactful org-wide bug** at Fareportal Bug Hunt 2024
- Top 5 Product Manager (2024) - Awarded for successful POCs on **WhatsApp and GenAI initiatives**, driving product innovation
- Certificate of Excellence** - Honored at OYO for boosting conversions via data-driven behavioral analysis on the HO web platform