DEVBRAT RATH

Product Manager
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PROFILE

Product Manager with 6+ years of experience across product management and consulting, including 3+ years owning and delivering products. Own Media.net's analytics platform serving 500+ daily active users across business teams and publisher clients. Combine platform ownership and cross-functional delivery with hands-on development of AI and consumer products.

EXPERIENCE

Product Manager | Media.net | Jan 2026 – Present

- Own product direction and roadmap priorities for an analytics platform used by account managers, business teams, and publishers to monitor performance and investigate revenue changes; gained greater decision authority upon promotion, owning the visualisation drawer overhaul and platform UI revamp.
- Led an 8-person engineering and QA team through a two-phase redesign of fragmented workflows, prioritising frequently used features while maintaining legacy access; Phase 1 is live, with Phase 2 nearing launch.
- Introduced chart presets to let users start analysis without manual setup; following Phase 1, support requests fell 40% month-over-month and users reported easier task completion.
- Identified frequently queried patterns across data pipelines processing ~90GB daily and prioritised dimensions and metrics for targeted cache tables; reduced query times from 6–10 seconds to 1–2 seconds for those patterns.

Associate Product Manager | Media.net | May 2023 – Dec 2025

- Identified users exporting reports to manually compare periods and conceived Compare Period, enabling in-platform comparison against historical periods; now the first visualisation in Black Friday dashboards.
- Owned delivery from requirements and roadmap prioritisation through release; partnered with engineering to reduce query failures from 1.2% to 0.3% (75% improvement), improving platform reliability.
- Delivered 20+ dashboards consolidating business lifecycle metrics into a single view, streamlining analysis previously spread across multiple reports; dashboards see ~3–4 daily active users each from business teams.

Summer Intern | Alvarez & Marsal | Apr 2022 – May 2022

- Supported post-merger integration of 5 Dr. Reddy's Labs products, helping achieve 102% of a $2.6M monthly target; built sales and inventory monitoring across 2,000+ towns and 2,500+ distributors.

Decision Analytics Associate Consultant | ZS Associates | Jun 2018 – Jun 2021

- Productised internal workflows, reducing processing time by 83%; supported pricing, demos, and commercialisation of reusable tools for global pharma client teams.

SELECTED PRODUCTS

HumSaath | humsaath.vercel.app

- Built a shared-expense product used by 6 travellers (average age 62) as their primary expense log and splitting tool during a 9-day trip; iterated to add an admin view for editing existing transactions.

Workout Tracker — Group Fitness Accountability (Private app)

- Built a workout tracker used intermittently by 14 group members, replacing manual WhatsApp leaderboard edits with day-level logging and one-click navigation to WhatsApp to share photo and leaderboard updates.

IPL Strategist | ipl-web-pearl.vercel.app

- Shipped an IPL prediction product with adjustable factors and explanations; correctly predicted 45 of 68 matches (66%) in walk-forward backtesting for 28 Mar–24 May 2026.

EDUCATION

PGDM-BM | XLRI Jamshedpur | 2021–23
B.Tech (ECE) | VIT University, Vellore | 2013–17

SKILLS

Product: Roadmapping · PRDs · Feature Prioritisation · Stakeholder Management · Cross-functional Delivery
Building & Tools: AI/LLM Workflows · API Integration · SQL · Figma · Balsamiq