

AMBIKA MAHESHWARI

CONTACT

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[LinkedIn](#)

EDUCATION

Manipal Institute of Technology

B.Tech in Electronics and Electrical Engineering

2018-2022

SKILLS

Product :

Product Management · Product Strategy · Product Analytics · A/B Testing · User Research ·

Data & Tech:

SQL · Python · ML Fundamentals · Mixpanel · Analytics

CERTIFICATIONS

Exploratory Data Analysis

Extracting & Cleaning Data

Data Scientist's Toolbox

Reproducible Research

R Programming

VOLUNTEER

TARE ZAMEEN FOUNDATION

- Developed and scheduled daily social media messages.
- Provided regular reports showcasing overall growth of channels.

PROFILE

Product-focused professional with hands-on experience building AI-powered features and internal platforms. Strong in defining scope, user flows, and success metrics, supported by a deep analytics background and 0→1 experience across travel, gaming, and fintech.

WORK EXPERIENCE

DREAMSPORTS | ASSOCIATE MANAGER PRODUCT ANALYTICS Oct' 24- Present

- Owned the Phase-1 PRD for the AI Concierge, defining scope, user journeys, requirements, and guardrails across Visa, Itinerary, and Travel Advisory agents.
- Designed agent behavior models (intents, fallback paths, trust rules) to ensure safe and deterministic AI interactions.
- Led product definition for a 35-country Visa Agent, building menu-led discovery and structured workflows.
- Built an AI Sales Intelligence platform converting sales calls into lead timelines, issue clusters, and performance insights.
- Created signal taxonomies and scoring systems (sentiment, pitch, intent) to identify key conversion blockers.
- Owned end-to-end product lifecycle for VisaOps Portal (React, Node.js, PostgreSQL), defining structured workflows, passenger-level document tracking, and priority-based alerting across 7+ screens – improving visa pipeline visibility and eliminating data security risks from shared files.
- Built “Spin the Wheel” gamification system end-to-end – mechanics, reward logic, thresholds, and edge-case rules – driving uplift in DAU, ARPU, CJPU and ROI by 120%.
- Led competitive research across 20+ loyalty programs to identify motivation triggers and fairness expectations, informing Dream11’s gamification and retention roadmap.
- Redesigned Dream11’s Loyalty Program with new tiering, progression models, and personalized benefits, sustaining ROI ≥100% while improving repeat engagement and LTV
- Authored product specs and gameplay logic for the “Picks” skill game, incorporating ML-based dynamic scoring; delivered ₹15.7L in the first 3 months post-launch.
- Collaborated cross-functionally with product, design, data science, and compliance teams to translate user behaviour insights into scalable feature rules and experience flows.

PHONEPE | SENIOR CREDIT STRATEGY ANALYST

Apr' 23 - Oct'24

- Designed credit strategy dashboards across customer segments, reducing risk exposure by 30% and improving decision speed.
- Expanded merchant lending via new DPD30+ policy definitions and loan structures, driving lender adoption and penetration.
- Improved lifecycle and collections strategy using FLDG models and bureau/QR data, achieving ~99% early delinquency resolution.
- Built customer lifecycle policies using 50+ behavioral and credit parameters, increasing whitelist coverage by 20%+.
- Automated whitelisting workflows, cutting TAT by 75% and improving scalability.

ZESTMONEY | CREDIT RISK ANALYST

Sep'21-Mar' 23

- Analyzed Mixpanel funnels to reduce mandate rejections and drop-offs; launched real-time notifications achieving 16% CTR.
- Reduced delinquency entry by 10% using test-and-control strategies for grace customers.
- Improved repayment outcomes through vernacular messaging and timing optimization, raising on-time payments to ~92%.
- Built segmentation models using bureau and internal data to improve digital and agency collection recoveries by 5%.

WMALL | CATEGORY ASSOCIATE INTERN

Apr'21-Jun'21

- Launched the Feature Page for Home Décor, improving product discovery and conversion.
- Conducted market research using Saheli feedback to inform category growth strategy.
- Analyzed sales and promotion slot performance using SQL and Excel.