

ANWESHA GUPTA

Bengaluru, Karnataka, India | +91 99628 28775

iamanweshagupta@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

Product manager with a full stack engineering background and six years of experience across software development, enterprise release management, and B2B SaaS product. Two years owning product outcomes end to end, including a pricing diagnosis that recovered \$800K in annual recurring revenue and a platform scaled from a 100 user pilot to more than 5,000 users. Four years of hands on work in API architecture, release lifecycle, and UAT for enterprise platforms in automotive claims and insurance. Strong SQL and direct experience shipping LLM powered features against measured evaluation criteria.

PROFESSIONAL EXPERIENCE

Product Manager

Mar 2026 to Present

zerOexception LLP, Remote

- Own product discovery and delivery for client engagements covering LLM integration, go to market automation, and hardening of prototype codebases for production.
- Ran the market and regulatory analysis behind FairScreen, a hiring fairness monitoring product, mapping Title VII and EU AI Act audit obligations against build cost to locate the commercial opportunity. Cut scope from six proposed fairness metrics to one and removed 2.5 weeks of projected build time.
- Authored the full PRD and executive facing recommendation covering use cases, persona journeys, and a data firewall architecture that keeps demographic data out of individual scoring. Published it as a public strategy case study that drove inbound interest from responsible AI practitioners.

Technical Business Analyst and Product Manager

Apr 2024 to Oct 2025

Afficiency Inc., New York, United States

- Diagnosed a 38% onboarding drop off using SQL funnel analysis and identified unclear pricing as the root cause through churned customer interviews. Restructured the pricing experience and raised conversion from 62% to 78% across an 8 week A/B test with roughly 1,200 users, generating \$800K in incremental annual recurring revenue.
- Scaled the platform from a 100 user pilot to more than 5,000 users by designing the phased rollout and coordinating business operations, sales, engineering, and executive stakeholders across distributed teams. Reduced regression defects by 40%.
- Rebuilt onboarding for users blocked by miscategorised credential data from a national verification system spanning all 50 states. Designed a workflow portal with role based, license aware access that halved time to connect and drove a 10x increase in distribution capacity.
- Shipped an AI powered notification system built on OpenAI and Mistral after 40 customer interviews identified visibility as the core unmet need. Held the launch until hallucination rate fell below 2% on a 200 message evaluation set. Daily active users rose 20% and support volume fell 28%.
- Replaced a manual reporting cycle that ran on a multi day lag with real time analytics infrastructure, moving operations and leadership to same day reporting.
- Built an internal incident toolkit with real time API failure alerting, root cause diagnostics, and automated customer communication. Cut incident response time by 60% and removed engineering escalation for 80% of incidents.
- Served as primary onboarding lead for every incoming team member, owning ramp for the product function.

Technical Product Management Intern

Jun 2023 to Aug 2023

Snyder Technologies, Remote

- Drove roadmap execution for B2B enterprise data platform projects, translating client requirements into scoped, sequenced work for engineering and design.
- Wrote user stories with explicit acceptance criteria and established sprint processes and design patterns that improved feature delivery efficiency by 8%.

Technology Analyst

Oct 2021 to Jun 2022

Infosys Limited, India | Enterprise platform delivery for Solera and Audatex automotive claims products

- Owned the release lifecycle across 50 deployments, introducing retrospectives and metric tracking that lifted uptime from 98.2% to 99.7% and cut error rates by 40%.
- Led UAT strategy across 200 test scenarios with 15 cross functional stakeholders and introduced a structured defect triage process that reduced post launch issues by 60% and raised release quality scores from 78% to 94%.
- Built asset management reporting in Python with Pandas, NumPy and Scikit-learn, advanced SQL, and Tableau, replacing spreadsheet tracking for the delivery team.

Senior Systems Engineer

Jan 2020 to Oct 2021

Infosys Limited, India

- Architected more than 860 RESTful APIs in C# and .NET Core for an enterprise claims processing platform, designing the API contracts and data models behind millions of transactions monthly.
- Built cross platform mobile applications serving more than 30,000 users across automotive insurance workflows using Cordova, Flutter, and hybrid architecture.

Software Engineer

2018 to 2019

Novac Technology Solutions, India

- Resolved processing bottlenecks affecting more than 2 million daily records using automated Python and SQL solutions, improving system efficiency by 50%.
- Built ETL routines and stored procedures that raised data accuracy from 92% to 99% across reporting pipelines.

PROJECTS

- **Ledger, LLM Knowledge Compilation Engine** (Python, Claude API, D3.js, React). Compiles raw payments sources from Visa, Mastercard and Stripe into a living interlinked knowledge base with structured entity extraction and cited, wiki grounded question answering, so a compliance lead can trace a mandate to its downstream flows in seconds. Includes an evaluation framework with confidence scoring and automated gap detection across 50 interconnected articles. [GitHub](#)
- **Pulse, AI Marketing Analytics Pipeline** (GA4, GTM, Claude API, Looker Studio, Netlify). End to end marketing analytics stack for a B2B SaaS talent assessment platform. Custom landing page with four custom conversion events, a 21,346 row dataset, and a pipeline that routes metrics through the Claude API and renders structured recommendations directly in a four page Looker Studio dashboard. [GitHub](#)
- **Payment Recovery Automation** (Stripe, n8n, Claude API, HubSpot, Slack). AI dunning workflow where Stripe captures payment failures, n8n orchestrates webhooks, the Claude API runs risk analysis and drafts recovery emails, HubSpot manages contacts, and Slack receives real time alerts. Reduces revenue leakage and churn from failed payments. [GitHub](#)

SKILLS

Product Management: 0 to 1 discovery, PRDs, MVP definition, prioritisation, roadmap planning, backlog management, customer research, pricing and monetisation, opportunity sizing, business case development, go to market, executive communication

Data and Analytics: SQL, funnel analysis, cohort analysis, A/B testing, experiment design, KPI definition, regression and hypothesis testing, sampling, Tableau, Looker Studio, D3.js

AI and Machine Learning: LLM product development with Claude, OpenAI and Mistral, LLM evaluation, confidence scoring, prompt engineering, RAG and retrieval systems, entity extraction, agentic workflows, responsible AI and AI governance

Engineering: Python with Pandas, NumPy and Scikit-learn, C#, .NET Core, JavaScript, HTML and CSS, RESTful API architecture, JSON, SQL with MSSQL and MySQL, stored procedures, ETL pipelines, Git, Docker, AWS, unit and regression testing

Delivery and Tools: Release management, UAT strategy, defect triage, test scenario design, CI release cycles, capacity planning, Agile, Scrum, Jira, Confluence, Figma, Notion, HubSpot

EDUCATION

Master of Science, Information Systems

Aug 2022 to Dec 2023

University of Maryland, Robert H. Smith School of Business, United States

- Graduate Research Assistant. Led a team of 8 conducting statistical analysis including regression, hypothesis testing, and sampling in support of faculty research on selection decision bias.
- Coursework: Database Management Systems, Data Analysis in Python, Data Mining and Analytics, Data Visualisation and Web Analytics, Business Process Analysis, Managing Digital Business Markets, Project Management.

Bachelor of Engineering, Information and Telecommunication Engineering

2014 to 2018

SRM Institute of Science and Technology, India

- Recipient, Scholarship of Merit Award, 2016 to 2017.

CERTIFICATIONS

Certified Scrum Product Owner (CSPO), Scrum Alliance