

Yugal Agarwal

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PROFESSIONAL SUMMARY

Product Manager with ~4yr of experience building **0-to-1 products**, AI-enabled workflows, and data-driven platforms. Currently at **LetsTransport**, leading product development for a logistics platform operating at **\$55M+ annual revenue** scale, spanning strategy, PRDs, prototyping, and execution. Previously at **Media.net**, delivered cumulative **\$40K/week in cost savings** through RTB and keyword optimization solutions. A **student founder** at IIT (BHU), scaled an eComm-SaaS venture to **10K+ users**, backed by a **Government of India grant**, **Startup India** incubation, and a **Shark Tank India** Pre-Finals feature.

EDUCATION

Indian Institute of Technology (BHU), Varanasi
Integrated Dual Degree — B.Tech + M.Tech, Civil Engineering

2018 – 2023
CGPA: 8.51 / 10

EXPERIENCE

LetsTransport | Product Manager
Bengaluru, India

May 2026 – Present

- **AI-Powered Risk & Compliance Automation:** Spearheaded the design and rollout of an automated invoicing operations product for **\$40M+ annual intra-B2B operations**, standardizing invoice formats and billing structures to reduce billing discrepancies and audit exposure, and overhauling MIS review workflows for compliance visibility; engaged Finance and Operations stakeholders to drive **75%+ adoption within 2 months** and a **9/10 NPS** score.
- **0-to-1 Product Ownership:** Direct end-to-end product development of a ground-up **Part Truck Load (PTL) logistics platform** supporting **\$1M+/month** in business volume, managing a team of **2 APMs and 5 Developers** through **Agile sprint planning in Jira** to author PRDs, map user journeys, and deliver User, Client, and Pricing modules to **99% completion within 2 months** of kickoff, with a roadmap targeting **\$3M+/month** within 12 months.
- **Contracting & Documentation Risk Reduction:** Partnered with Legal to build and automate the **MSA (Master Service Agreement) communication flow**, reducing manual coordination and contractual risk in client contracting; digitized **Lorry Receipt (LR) generation**, replacing paper-based trip documentation with a structured, backend-integrated, audit-ready creation flow.
- **Partner Growth & Data:** Conceived and launched a Partner App referral program that acquired **1,000+ new partners in 2 months**, achieving **25% retention** vs. ~10% industry benchmark; established structured vehicle-data cleansing and management workflows.

Media.net | Sr. Product Analyst (Product Owner: Internal Data Platform & Bidding)
Bengaluru, India

Jun 2023 – May 2026

- **Product Roadmap Ownership:** Owned the roadmap for Media.net's internal data intelligence platform powering bidding, keyword, and yield analytics across the ad exchange; translated auction-level signals into structured PRDs, cutting roadmap-to-ship cycle time by **20%**.
- **Revenue Recovery via RCA:** Recovered **25% in leaked capital** by leading cross-functional root-cause analyses on programmatic bidding and keyword performance, translating findings directly into priority backlog items.
- **Feature Innovation:** Delivered 2 high-impact capabilities (Diversity/Relevance Score and App Bidding) from PoC to launch, yielding **\$40K/week in structural cost savings** that makes **10% optimization** in bidding overheads.
- **Automated Revenue Identification:** Architected a pre-bidding workflow that flagged **\$7K/week** of high-value seller opportunities, eliminating **15 hrs/week** of manual audit effort, and rolled out alerting/debugging workflows.

NOGOZO Private Limited | Founder | [nogozo.com](#)
Agra, Uttar Pradesh

Jun 2020 – Mar 2023

- **0-to-1 Product & Team Leadership:** Founded and scaled a Buy/Rent/Sell books marketplace to **10K+ active users** and **INR 4L+ in commissions** [GMV of INR 3.5Cr+] without marketing capital; expanded into a Merchant & Logistics App Suite, leading a **12-person cross-functional team** across engineering, operations, and growth.
- **Recognition & Partnerships:** Secured an **INR 5L UP Government grant** and **Startup India** incubation at GLA; onboarded enterprise clients including Decimal Technologies and **INR 50K+ in sponsorships** from Disha Publication; reached the pre-finals of **Sony's Shark Tank India Season 1**.

eSamudaay | Product Management Intern
Remote

Oct 2021 – Jun 2022

- **ONDC Merchant Enablement:** Enabled merchant-side onboarding for **eSamudaay's ONDC** integration, streamlining workflows and configuring **Google Analytics, Mixpanel** tracking for funnel and cohort visibility.
- **Churn Reduction:** Diagnosed drop-offs across search, cart, and checkout flows; ran A/B experiments that cut **churn by 40%** in app by fixing notification fatigue, introducing "Delivery Slot Booking" and "Loyalty Daily Games" as the resulting features.

SKILLS

Product: Product Roadmapping, PRD Writing, 0-to-1 Product Development, A/B Testing, Root Cause Analysis, KPI Tracking, User Segmentation, Feature Prioritization, GTM Strategy, Stakeholder Management, Entrepreneurship

Tech: Claude Code, AI-Assisted Rapid Prototyping, SQL, Jira, Google Analytics, Google Data Studio, Mixpanel, MS Excel

CERTIFICATIONS

Advanced AI Product Management — *Pmcurve* | Product Manager Fellowship — *Nextleap* | Business Statistics — *Coursera*