Jaskaran Singh

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Summary

Growth-focused professional with a track record of leading cross-functional teams in fast-paced environments, driving 25x GMV growth. Proven success across product, analytics, and finance, adapting to new challenges and driving business growth through data-backed business initiatives, predictive models, and scalable tech solutions

Professional Experience

Senior Analytics Consultant | Dmcman Travels Pvt Ltd | Delhi

- Spearheaded holiday package builder product, automating complex calculations to provide instant holiday package quotes to customers, enabling business growth of **INR 250 million annual package sales**
- Established the data framework to solve business needs, designing data pipelines from database management to visualization
- Built targeted dashboards to focus on monthly repeat sales and customer churn, prioritizing potential target customers to push **75% monthly agent retention across 2000+ travel agents.**
- Designed business growth solutions alongside co-founders, including agent prioritization algorithm to boost company KPIs
- Developed a predictive reporting model to estimate daily operational flow, **managing INR 20 million** in monthly payments.

Senior Business Analyst | Namasys Pvt Ltd | Delhi

- Managed BI projects for a US-based crypto client, building strategy solutions through close collaboration with senior leadership
- Streamlined the execution process for cross-functional projects by aligning multiple stakeholders from finance, business and marketing teams and **reducing ticket completion time from 4 days to 1 day.**
- Performed transaction-level revenue and cost analysis using Python, planning and implementing strategies **to improve profit margins from 1% to 5%** by grouping transfers and eliminating excess costs.
- Automated daily Crypto P&L reports and notifications on the company channel using **Apache Superset and Integromat**, improving efficiency and **creating scalable processes** for any future **API-based integration needs.**

Travclan Technology India Pvt Ltd | Delhi
Business Analytics Manager

- Established the Business Analytics function, scaling for database management of **500,000+** flight and hotel searches, **10,000+** bookings, and **1,000+** signups on a daily level to data reporting and visualization.
- Enhanced Client engagement by building a model to identify potential churn clients and provide incentives on booking milestones, resulting in a **150% increase in repetitive sales.**
- Led strategic initiatives in collaboration with co-founders, implementing high-impact projects such as dynamic flight pricing and package cost optimization, resulting in a **30% increase in profitability.**
- Developed lead prioritization algorithms to identify potential leads with a higher chance of conversion based on client and lead variables, **improving look-to-book conversion from 40% to 65%**
- Organized **weekly knowledge sharing sessions** for **MS Excel, SQL, and Google AppScript** to optimize team performance.
- Initiated marketing projects for **3 SATTE events**, **boosting client engagement and conversion** on the platform through spin-the-wheel and customized WhatsApp notifications.
- Contributed to **25x growth** in monthly GMV **from INR 40 million to 1 billion in 4 years**, through business solutions.

Associate Product Manager

- Spearheaded the Package Builder product for **10+ destinations**, building complex calculation logics to generate instant holiday package quotes, leading to growth in package sales **from INR 50 million to 250 million per month.**
- Designed and executed the booking creation and payment collection feature on the company's website and app, reducing the time taken by customers to complete a booking **from 2 hours to 10 minutes**
- Led the execution of the payment gateway system for the website and app, **integrated Razorpay and Cashfree API** for seamless daily transaction payments worth **INR 30 million**
- Led **end-to-end sprints on JIRA for internal CRM software**, including lead management, booking management, and payment tracking systems, coordinating with the business and finance teams to build valuable features for improved efficiency.
- Developed the Holiday Booking Voucher and Day-wise Itinerary PDF option on the website for **improved customer experience**
- Managed and improved **Product SoPs process** for new product features for the ease of internal team and clients.

Finance Associate

- Managed end-to-end Remittance process of **5+ countries** for holiday packages **worth INR 100 million per month.**
- Ensured smooth KYC documentation and payment flow process for holiday bookings **worth INR 60 million per month.**
- **Managed Investor reporting**, building monthly and yearly business performance reports along with co-founders.
- Streamlined booking operations by **automating invoice generation**, significantly reducing manual effort and processing time.
- Initiated and conducted weekly SOA reconciliation with **10+ international suppliers**, reducing outstanding payment discrepancies by 40% over three months and ensuring smooth execution of financial operations.

Education

BA Honours (Economics) – *Sri Guru Gobind Singh College of Commerce, Delhi University | India*

Accomplishments

- Recognized with **10 'Employee of the Month' awards** in four years and fast-tracked to become the **youngest domain head** at TravClan, leading key functions across product and analytics.
- Won **Gold Medal** in the 2019 Inter-State Gatka Competition, Delhi
- Won **Silver Medal** in the 2018 National Gatka Competition, Punjab
- Contributed to a **world record** for the largest group demonstration of Sikh martial arts (Gatka) performed simultaneously.
- **Top 0.1 percent** successful candidates in India in Business Studies - 12th Class

Certifications

Lean Six Sigma Green Belt - KPMG
Excel Skills for Business: Advanced - Macquarie University
Data Visualization: Excel, Tableau, Python, R – Udemy
Google Analytics – Udemy
CT1, CT3, CT5, CT7 - Institute and Faculty of Actuaries, UK

Extra-Curriculars

- **Class Representative – Section A**, IIMA – 2025, representing student concerns with PGPX office and solving conflicts
- **Core Member, Media & Marketing Club**, IIMA – 2025, managing social media accounts and improving engagement
- **Treasury Cell Head, The Red Bricks Summit**, IIMA – 2025, managing budget allocation and payment processing
- **Initiated and conducted MS Excel and SQL training sessions** for new employees, improving overall business efficiency
- **President, Khalsa Warriors**, SGGSCC 2019 – Organized 5 Inter College events and competitions during the year
- **Volunteer, Gurmat Summer Camp**, New Delhi, 2014-2022 – Taught children community values, martial art and music