

Priyansh Tyagi

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Product Manager with **2+ years** of fintech experience across lending and personal finance products, driving customer acquisition, platform development, and conversion optimization through data-driven product decisions.

Professional Experience

Paisabazaar, New Delhi, India

May 2025 – Present

Product Manager

Partnerships

- Owned loan acquisition journeys across **5+** lending partners (e.g., LTFS, ABFL), driving integrations, onboarding enhancements, and customer experience improvements.
- Improved Offer-to-Disbursal conversion from **~15% to ~25%** through journey revamps, drop-off analysis, and customer behavior insights.

Central Platform

- Redesigned the offer discovery experience through multi-offer visibility and a revamped offer page, increasing offer selection rates from **40% to 60%**.
- Implemented a centralized Application Tracking framework, unifying application statuses across **15+** lending partners and enabling standardized journey tracking.
- Developed an RMS to automate lead allocation across customer segments based on geography, language, and customer attributes.

PwC India, New Delhi, India

Aug 2023 – May 2025

Associate Consultant

- Analyzed **2,000+** data points across BSE 500 companies to assess DPDP Act readiness and business impact.
- Led standardization initiatives across **30+ SOC engagements**, improving data visibility and reporting.
- Served as PMO for a SAP migration (MM, SD, PP, QM), driving stakeholder alignment across millions of records.

Education

Delhi Technological University (formerly DCE), New Delhi, India

Aug 2019 — May 2023

B.Tech — Engineering Physics (Minor in Computer Engineering)

GPA: 8.13

Skills

Product: Product Strategy, Funnel Analysis, Roadmapping, Metrics Definition, Agile

Technical: APIs, SQL, Workflow Automation, AI-Assisted Development, Python

Tools: Jira, Postman, Figma, MS Clarity, Google Analytics, Tableau, Power BI, Supabase, Vercel

Projects

myFinGrid

- Conceptualized and launched a personal finance platform spanning **6+ modules** including budgeting, net worth tracking, goal planning, analytics, and credit card recommendations.
- Built financial planning and recommendation workflows covering projections and **120+ credit cards**, leveraging AI-assisted development to rapidly prototype, validate, and launch features.

Positions of Responsibility

- **President, Technical Council (DTU) & Treasurer, IEEE DTU** — Led a **150+** member team, overseeing execution and budget allocation for initiatives impacting **25,000+** students.

Honours & Awards

- Super Nova Performance Award (Q1 FY'26) & Nova Performance Award (Q2 FY'25) — Recognized for high impact contributions to the Product team.
- IEEE Best WIE Student Volunteer Award & Delhi Section SSN Award — Recognized for leadership and sustained impact across large engineering initiatives.