

Ritik Yadav

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STRATEGY AND BUSINESS OPERATIONS

Strategy and business operations professional working across pricing, process improvement, and cross-functional program delivery. Launched a booking platform supporting **INR 2 crore+ in monthly transactions** and deployed partner-support automation that reduced operations-team queries by **95%**.

Work Experience

Flow Realty, Power of Flow Realty LLP

Bengaluru, Karnataka

Manager, Strategy (Sales and Marketing)

Apr 2026 – Present

- Launched a booking platform supporting more than **INR 2 crore in monthly transactions**, with payment gateways and separate customer, developer, and partner portals.
- Manage pricing strategy for residential and plotted development projects, aligning recommendations with market position, inventory, and absorption targets.
- Lead the migration of sales, marketing, and operations data to Zoho Suite, coordinating process changes and user adoption across teams.
- Reduced recurring expenses by replacing external marketing and reporting tools with internal systems and rebuilding the company website.
- Deployed WhatsApp chatbots for channel partners, reducing routine support queries received by the operations team by **95%**.
- Configured Ozonetel for **12 agents across 9 projects**, increasing call throughput from about **70 to 150 calls per day** and reducing response time to about 10 minutes.
- Migrated business messaging to Gallabox and Double Tick, increasing delivery rates from **30% to 70% within two days**.

Rustomjee, Keystone Realtors Limited

Mumbai, Maharashtra

Executive Trainee, Strategy (Sales and Marketing)

Apr 2025 – Apr 2026

- Supported the CEO and Managing Director with Net Promoter Score (NPS) analysis covering **100+ channel partners** and **10+ board presentations**; the portfolio reported **INR 1,100 crore in quarterly sales**.
- Assessed **20+ micromarkets** for land acquisition, identifying nonviable locations and higher-potential markets for leadership review.
- Deployed a 24/7 voice bot handling **200+ calls per day**, reducing average response time from 15 minutes to **under one minute**.
- Produced **5+ weekly and monthly KPI dashboards for 4 teams**, giving leadership a consistent view of performance and operating risks.
- Defined ownership and task accountability across sales, marketing, and operations, helping teams document a shared operating model.

Education

National Law School of India University Master of Business Laws (Hybrid)	Bengaluru, Karnataka 2025 – 2027
IIT Ropar and IIM Amritsar M.Sc. in Data Science and Management	Ropar and Amritsar, Punjab 2023 – 2025
Sri Aurobindo College, University of Delhi B.A. Programme, Economics and Commerce	New Delhi 2020 – 2023

Skills

Strategy and Operations: Business operations, program management, pricing strategy, process improvement, change management, market assessment, stakeholder communication, vendor coordination, KPI governance

Analytics: Excel, Tableau, Power BI, Looker Studio, structural equation modeling

Systems and Automation: Zoho Suite, Salesforce, SAP, n8n, WhatsApp automation, Claude Skills, Cowork, MCP integrations; Alteryx and Power Automate (familiar)

Additional Implementations

Flow Realty

- Developed a Windows application using DeepFilterNet3 to suppress background noise for presales agents in real time, with no fixed or recurring software cost.
- Trained marketing and operations teams to use Claude Skills, Cowork, and MCP integrations for content, reporting, and dashboard workflows.

Selected Projects

- **RERA Atlas:** Property research tool for searching Karnataka RERA approvals, reviewing developer records, and querying project information with AI. [View project](#)
- **Aura Meetings:** Meeting tool that converts audio into decisions, action items, owners, and structured reports. [View project](#)
- **InterVueux:** Interview copilot that structures live interview data and produces consistent assessment reports. [View project](#)
- **Before You Send:** Chrome extension that checks email quality before sending and flags avoidable communication errors. [View project](#)
- **BrowseMind:** Browser memory tool that retrieves and connects information previously viewed online. [View project](#)

Internships

SysMind, LLC Product Marketing Intern	Noida, Uttar Pradesh May 2024 – Jul 2024
• Evaluated sectors for MelpApp's product-market fit and presented evidence-based market-entry recommendations to product leadership.	
Faculty of Management Studies, University of Delhi Research Intern	New Delhi May 2024 – Jun 2024
• Studied gamification and student engagement across teaching approaches, using structural equation modeling to test hypothesized relationships.	
Flipkart Internet Private Limited Supply Chain Management Intern	Gurugram, Haryana Aug 2021 – Oct 2021
• Managed inventory, packaging, and sorting during Big Billion Days within a three-shift fulfillment operation processing about 50,000 orders per hour.	