

Sahil Chatterji

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GROWTH PRODUCT & ANALYTICS OPERATOR

First growth analytics hire at Productboard. Work spans PLG strategy and pricing, activation and conversion experimentation, and measurement systems for AI products.

SELECTED IMPACT

- Led PLG initiatives generating **\$9.3–10M incremental ARR**: Starter (Freemium) launch, self-serve-to-sales motion, and activation funnel work.
- Ran self-serve funnel experimentation: **+28% activation**, **+25% trial-to-paid conversion**, **+5% net new accounts YoY** — first sustained self-serve growth at Productboard in 2+ years.
- Designed Productboard's Use Case Health Score and led cross-functional rollout across Product, CS, and Marketing; **NRR moved from 92% to 98%** after multi-year decline.

PROFESSIONAL EXPERIENCE

Productboard, New York, NY

Jan 2024 – Present

Lead, Growth Product Analytics — First Growth Analytics Hire

- **PLG Initiatives**: Led PLG initiatives generating **\$9.3–10M incremental ARR**: Starter (Freemium) launch, self-serve-to-sales via product specialist campaigns, and activation funnel improvements. Partnered with VP Growth and exec team on broader PLG strategy.
- **Activation & Conversion**: Ran experimentation across the self-serve funnel: **+28% activation**, **+25% trial-to-paid conversion**, **+5% net new accounts YoY** — first sustained self-serve growth in 2+ years.
- **Health Score & NRR**: Designed Productboard's Use Case Health Score and led cross-functional rollout across Product, CS, and Marketing. Score wired into renewal and expansion plays; **NRR moved from 92% to 98%** after multi-year decline.
- **Spark Measurement**: Defined activation and engagement measurement for Spark, Productboard's AI product (Jan 2026 launch): KPI definitions, data models, and instrumentation.
- **AI Analytics Context Layer**: Designed a semantic layer over Productboard's analytics warehouse; NL-to-SQL query accuracy improved **18.5x vs. baseline** ([Medium write-up](#)).

Carvana, Tempe, AZ

Apr 2021 – Jan 2024

Product Manager/Owner – Credit Offers Data Platform and Finance Experience/FinX

- **Revenue**: Shipped credit products generating **\$4–12MM incremental gross profit** (Intelligent Cash Down, Dynamic Credit Personas, Save with Plaid integration)
- **Team Leadership**: Managed 5 engineers + 2 designers, setting roadmap priorities and delivery processes for financial products serving millions of customers
- **Experimentation**: Ran pricing and UX experiments (SQL, Python, Databricks); translated findings into product, pricing, and executive decisions

Previously: Senior Finance Analyst (Apr 2022–Jan 2023), Finance Analyst (Apr 2021–Apr 2022) — built predictive models and risk/profitability analyses informing Carvana's financing strategy.

AlphaSights, San Francisco, CA

Jul 2018 – Feb 2020

Senior Associate – Growth Equity

- Delivered pre-due diligence research for growth equity firms including Iconiq, CapitalG, and Sequoia across 10–15 concurrent engagements

PERSONAL PROJECTS

Tastemaker – Interactive Music Discovery Platform

Feb 2020 – Present

- v1 shipped: full-stack discovery platform using graph-based recommendation algorithms and API integrations to surface deep catalog picks from learned user preferences. **v2 launching Q2 2026** with expanded semantic discovery and live-demo surface.

SKILLS

- **Growth & PLG**: Pricing & Packaging • Freemium • Land & Expand • Activation & Retention • Lifecycle Strategy • Experimentation Design • Cohort Analysis
- **Data & Analytics**: SQL • Python • R • Statistical Analysis • A/B Testing • Machine Learning • Predictive Modeling • Cluster Analysis
- **Data Stack**: dbt • Snowflake • Databricks • Hex • Looker/LookML • Tableau
- **AI & Systems**: LLM Application Design • Context Engineering • Knowledge Graphs • Semantic Layers • Recommendation Systems

EDUCATION

The University of Chicago, Hyde Park, IL

2014 – 2018

Bachelor of Arts in Political Science (Intl. Relations) with a Minor in History; GPA: 3.7/4.0; Dean's List (2014–18). Universitat Pompeu Fabra, Barcelona, Spain (2016–17) – immersion program with coursework in Spanish/Catalan.