Puneet Bansal

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Lead Product Manager, 10 years in consumer technology and marketplaces, including 5+ years owning monetization, pricing, supply and ML-driven risk products. Builds zero-to-one revenue lines and ships models into production where errors cost money, across real estate, travel, e-commerce and payments. **B.Tech Computer Science. MBA, IIFT Delhi.**

WORK EXPERIENCE

Housing.com (REA Group) | **Lead Product Manager** *Jul'25 – Present*

India's largest real estate marketplace, 40M+ monthly visits. Owns the P&L across owner supply and monetization: a $3.3M business adding 1M+ listings a year. Leads a 25+ person cross-functional team across engineering, product and design, with four direct reports.

- **Scaled revenue 22% YoY by monetizing the supply base rather than only growing it**, shipping Pay Per Lead to move owners from free to paid and a Photoshoot add-on to raise attach on the base package.
- **Cut customer escalations from 34% to 8%** by treating a support metric as a product problem: five root causes, five interventions, including Smart Sell for mis-selling, Smart Concierge for relationship-manager accountability, buyer-tenant matching for demand mismatch, and sunsetting the money-back plan despite its revenue.
- **Lifted listing completion from 10% to 12.7% despite two cuts in marketing spend,** after diagnosis showed owners abandoned on fields they could not answer: registration split from enrichment, price intelligence at the drop-offs.
- **Rebuilt how packages are priced and sold:** flat pricing replaced by a dynamic engine keyed on listing age, price band, city and engagement, plus an ML lead-scoring model driving a 4-5% lift in tele conversion.
- **Opened a new fulfilment margin line to test whether owners and seekers will pay for a completed let rather than for listing exposure,** with a partner carrying ground fulfilment while we kept demand and matching.

Expedia Group | **Product Manager III** *Dec'24 – Jul'25*

Cross-brand identity and personalization across 500M+ accounts (Expedia, Hotels.com, Vrbo).

- **Improved profile completeness by 7%,** unblocking cross-brand targeting and loyalty unification, by shipping profile-merge logic that resolved conflicting user records across three brands.
- **Led discovery on the Identity Graph covering 500M+ accounts,** the data layer beneath personalization, loyalty and fraud, aligning engineering and data science in the US on a phased delivery plan.

Housing.com (REA Group) | **Product Manager** *Jul'21 – Dec'24*

Owned fintech and risk products across a $3.5B+ TPV portfolio, and built the seeker monetization vertical from scratch.

- **Built Housing Premium from zero to $1M+ ARR and 150K users in 18 months,** the company's first seeker-revenue stream, scaled at 60%+ contribution margin on an audience the business already paid to acquire.
- **Lifted seeker conversion by 15% and ARPU by 10%** through pricing and checkout experiments, then built telesales from marginal to 38-40% of revenue as a second growth engine.
- **Cut transaction fraud from 13% to under 1%** across a $3.5B+ TPV portfolio by surfacing an abuse pattern running with no detection and deploying a hybrid ML and rules system (Bureau, JuicyScore), still in production.
- **Held revenue leakage below 0.1% of the portfolio** by re-architecting payment flows with real-time reconciliation, end-to-end validation, and a chargeback SoP written with Legal and Finance.

eBay (AWF) | **Senior Product Analyst** *Dec'19 – Jun'21*

Global e-commerce marketplace, 190+ markets.

- **Drove a 1.3% conversion lift across 190+ markets** through a search-and-checkout funnel diagnostic surfacing 30+ friction points, and turned the method into an audit framework still used org-wide.
- **Increased platform listings by 2%** with a dynamic seller-pricing strategy built on segment-level models.

Mu Sigma | **Product Analyst** *Nov'16 – Dec'19*

Decision sciences, embedded with T-Mobile (US telecom).

- **Raised web-to-store conversion by 12%** by building cross-platform customer intelligence connecting digital behaviour to in-store purchase patterns. Star Performer Award (CEO recognition).
- **Lifted 36-month renewals by 3%** with a Next Best Offer ML model on churn and lifecycle signals, which became a standing input to T-Mobile's retention-pricing strategy.

EDUCATION

- MBA, IIFT Delhi | Top 10%, 8.1 CGPA | Marketing & Strategy
- B.Tech, GGS Indraprastha University, Delhi | Top 10%, 7.7 CGPA | Computer Science

SKILLS & AWARDS

Domains: Marketplaces & D2C, P&L Ownership, Monetization & Pricing, Supply & Fulfilment, Payments, Fraud & Risk
AI & ML: Machine Learning and rules systems in production, risk & lead scoring, recommendations, AI-assisted development
Technical: SQL, Data Modelling, A/B Testing & Experimentation, Amplitude, Tableau
Awards: Hall of Fame (CPO) & Spotlight (CEO), Housing.com • Impact Award (VP), eBay • Star Performer (CEO), Mu Sigma