



Pragadish Munirathinam Nandakumar

MBA, Certified Scrum Product Owner

Data-driven E-Commerce Product Owner with 7+ years of experience leveraging analytics and AI to solve complex business challenges and scale digital operations across EMEA. Proven track record in driving growth, optimizing UX, and delivering measurable revenue impact. Combines strategic leadership at Beko Europe with entrepreneurial execution from building a bootstrapped e-commerce venture.

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SKILLS

Agile

Analytics

Product Management

Web Tracking

Conversion optimisation

A/B Testing

TECHNICAL SKILLS

Data Analysis
Data
Visualization

Python, SQL
Tableau, Google Datastudio.

Agile
Web Analytics

Jira, Confluence.
Google analytics & Tag Manager

EXPERIENCE

Bauknecht Hausgeräte GmbH / Beko Europe

Product Owner - EMEA

06/2024 – Present

Stuttgart, Deutschland

Tasks/Achievements:

- Led EMEA product development across 7 markets and 5 Beko Europe brands, reaching **24M+** users and generating near triple digit annual revenue.
- Introduced value-based backlog prioritization, improving UX delivery and driving **+15%** engagement and **+5%** conversion.
- Drove "Quick Wins" UX initiative across PLP, PDP, and Checkout, achieving a **26%** YoY conversion uplift through high-impact optimizations.
- Integrated Beko products into Whirlpool's legacy ecosystem using AI automation, scaling to **€300K+** annual revenue within months.
- Built and led the first EMEA D2C Knowledge Hub, reducing IT incidents by **70%** and strengthening cross-market collaboration.
- Launched an AI-powered ChatGPT assistant, personalizing customer journeys and doubling conversion rates.

Digital Product Owner – Bauknecht.de

06/2022 – 05/2024

Stuttgart, Deutschland

One of the biggest Consumer Electronics Brand in Germany

Tasks/Achievements:

- Responsible for development, monitoring and optimization initiatives of Bauknecht.de, one of the largest D2Cr e-commerce shop in Germany for Household appliances.
- Led the **development, optimization, and performance strategy** of **Bauknecht.de**, one of Germany's largest D2C e-commerce platforms for household appliances.
- Delivered **20% more CRM leads**, **40% growth in organic SEO traffic**, and **35% higher on-site engagement** through continuous UX and conversion optimization.
- Achieved **double-digit year-on-year revenue growth** by aligning the digital roadmap with business priorities and customer needs.
- Enhanced **tracking and analytics infrastructure**, improving paid traffic performance and marketing ROI.
- Drove a **40% increase in Black Friday revenue** with only **20% more users** through targeted optimization and campaign execution.

Web Analyst

MHS Digital GmbH

08/2020 – 05/2022

Stuttgart, Deutschland

Digital Division of Stuttgarter Zeitung.

Tasks/Achievements:

- Led the **implementation and optimization of analytics tracking** across **16 News publication properties** serving **15M+ monthly visitors**.
- Developed a **custom web analytics app** that empowered editors to optimize content, boosting **news CTR by 15%**.
- Resolved a **critical tracking issue** that had underreported overall traffic by **20%**, restoring data accuracy.
- Introduced a **unified data layer architecture** to ensure consistent, reliable analytics and improved reporting quality.
- Established **GDPR-compliant, consent-based tracking standards**, strengthening data governance across all sites.
- Optimized the **customer checkout flow**, increasing conversion rates by **up to 8%** through data-driven recommendations.
- Partnered with **cross-functional teams** to monitor site performance and implement continuous UX and data enhancements.

Junior Web Analyst

StepStone Continental Europe GmbH

10/2019 – 02/2020

Germany's largest online job exchange.

Düsseldorf, Deutschland

Tasks/Achievements:

- Identified **€300K+ in annual savings** through data-driven marketing campaign optimization.
- Automated **reporting workflows** and streamlined data extraction to improve efficiency and insight generation.
- Monitored and optimized **marketing performance**, improving key KPIs while reducing acquisition costs.
- Mapped and analyzed **user journeys** across traffic funnels to uncover bottlenecks and drive conversion improvements.

Entrepreneur (E-Commerce/ Digital Marketing/ Web Analytics)

NEOVOLTE

02/2017 – 08/2018

International E-Commerce-Business.

Chennai, India

Tasks/Achievements:

- Founded and scaled an international e-commerce business, generating **₹800K+ in sales** within 8 months of launch.
- Built and launched a **fully optimized Shopify-based e-commerce store**, integrating payment gateways and fulfillment partners to enable seamless end-to-end operations.
- Achieved **rapid growth through long-tail SEO**, scaling traffic and revenue without any paid advertising.
- Optimized **user experience and conversion rates** through continuous A/B testing and data-driven UX enhancements.

Supply Chain Manager (Supply Chain Analytics)

CKS Foods PVT. LTD

12/2015 – 02/2017

Largest food chain in South India.

Chennai, India

Tasks/Achievements:

- Hired, trained, and led a **26-member team** overseeing logistics, procurement, and business intelligence reporting.
- Implemented an **enterprise-wide ERP system** that improved inventory planning, production forecasting, and market scalability — enabling rapid **expansion from 4 to 30 outlets within a year**.
- Developed a production automation tool that **reduced raw material waste by 20%** and increased operational efficiency.
- Achieved **5% cost savings month on month** on high-value raw materials through data-driven forecasting and supplier negotiations.

EDUCATION

MBA in International Industrial Management

Hochschule Esslingen

09/2018 – 02/2020

Specialization

Esslingen, Deutschland

- IT Management, Entrepreneurship, international Marketing und Economics. - Average grade 1,8.

Bachelor in Mechanical Engineering (B.E.)

KCG College of Technology, Anna University

08/2010 – 05/2014

Specialization

Chennai, India

- Quality management, Project management, Statistics und Numerical Methods. - Average grade 2,15.

Languages

Deutsch (B 2)

Good knowledge

English (C 1)

Full professional proficiency

Tamil

Native Language

CERTIFICATES

Certified Scrum Product Owner. Scrum Alliance

Google Tag Manager Fundamentals. Google

Python for Data Science and AI. IBM

Google Analytics Individual Qualification. Google

Awards

Best D2C-Team in EMEA 2022

Whirlpool Corporation. Pero, Italy

Distinguished achievements in various disciplines

KCG College of Technology. Chennai, India