PRODUCT CASE STUDY · M V SAI RAVI KIRAN · PRODUCT OWNER

FinancialCalculators

Free financial calculators for everyday decisions.

Role	Category	Live on	Status
Product Owner	Finance / Tools	Web, Android	Live

Overview

A web and Android collection of calculators for loans, investments, savings, and retirement planning.

Target users

Individuals and small-business owners who need quick, trustworthy answers to money questions without spreadsheets.

My role

Product owner, calculator taxonomy, UX copy, and store optimisation.

The user problem

Financial decisions feel intimidating, and spreadsheet tools are not mobile-friendly for quick what-if scenarios.

Key product decisions

Simple, accurate calculators with clear inputs and instant results across devices.

1	Loan and EMI calculators
2	SIP and investment planners
3	Retirement and compound-interest tools
4	Mobile-optimised inputs

Trade-off

Kept inputs minimal and outputs explainable rather than adding accounts or bank connections that raise trust barriers.

Verified outcomes

Live on the web and Google Play, helping users make everyday financial decisions.

Metric	Status
Active users	Not yet provided
Downloads / installs	Not yet provided
Store rating	Not yet provided
Retention	Not yet provided

Only figures backed by a source are reported. No metrics are estimated.

Signals I track next

- Calculations completed per visit
- Repeat use for new decisions
- Time to first useful answer

Evidence and links

Live website: https://www.financialcalculators.xyz/
Google Play: https://play.google.com/store/apps/details?id=xyz.financialcalculators.app

Full case study: https://mvsairavikiran.com/projects/financialcalculators · mvsairavikiran23@gmail.com · linkedin.com/in/mvsairavikiran