AISHWARYA

MBA Candidate - IIM Kashipur

~2 Years Experience

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EDUCATIONAL QUALIFICATIONS

Master of Business Administration (MBA) | IIM Kashipur **2025 - 2027**
Score: 80.0%

Bachelor of Science (B.Sc) | University of Delhi **2020 - 2023**
Score: 81.2%

SKILLS

Product Strategy	Roadmapping, Market Analysis, Competitive Research, GTM Strategy, Monetization Planning
Execution & Delivery	PRD Writing, User Story Mapping, A/B Testing, Agile, Release Management
Research & Analytics	User Interviews, Data Analysis, Metrics Definition, Usability Testing, Journey Mapping
Technical Tools	Python, R, SQL, Excel, PowerBI, JIRA, Tableau

PROJECTS

PRODUCT STRATEGY & ANALYTICS

Zomato: Intelligent Multi Order Batching Strategy *Feature Development*

- **The Problem:** The "One Order = One Driver" model was inefficient during peak hours, where Riders were unutilized and customer churn eroded margins despite high order density.
- **The Solution:** Proposed and simulated a "Multi-Order Batching" logic. Defined rules syncing food prep times to within **10 mins** and performed Unit Economics analysis to prove viability without hurting CX.
- **The Impact:** Simulation validated a potential **11.3%** reduction in delivery costs and a **26.8%** increase in fleet efficiency, creating new capacity without hiring more riders.

Blinkit: Predictive Inventory & Scheduled Delivery *Feature Development*

- **The Problem:** Customers often forgot to buy daily staples (milk/bread) and switched to offline stores, causing churn. Instant delivery for single small items was margin-negative.
- **The Solution:** Conceptualized "**Project Infinity**," a feature that predicts when a user is running low and pushes a notification to schedule a morning delivery, shifting demand to lower-cost slots.
- **The Impact:** Designed to capture lost sales and improve margins by consolidating small items into profitable, scheduled batches (projected AOV increase).

MARKET EXPANSION & GTM

Jio in Africa: Market Entry & Expansion Strategy *Expansion Strategy*

- **The Problem:** Identifying a viable entry path into the competitive African telecom market, characterized by low internet penetration but a massive, data-hungry youth population.
- **The Solution:** Formulated a Low-Cost/High-Volume entry strategy bundling affordable connectivity with digital services (Fintech/JioPay + Education) to differentiate from incumbents.
- **The Impact:** Created a strategic roadmap to acquire **30 million** subscribers in **3 years** across Nigeria, Kenya, and South Africa, targeting **60%** ecosystem engagement.

EchoFi in Nepal: Go-To-Market Strategy *Consumer Electronics*

- **The Problem:** A lack of quality, affordable mid-range audio products (TWS) for Nepal's digitally active youth demographic.
- **The Solution:** Developed a Digital-First Launch Strategy for "SonicPods," prioritizing low-cost channels like Campus Ambassador programs and influencer marketing to build trust with minimal budget.
- **The Impact:** Targeted a digital reach of **100k** in the first **30 days** and **500+** initial conversions through penetration pricing.

WORK EXPERIENCE

Internshala   **Gurugram, India**
Associate - Product Operations   *Apr 2024 - Jun 2025*

- Managed end-to-end product operations and delivery of high-impact programs, aligning cross-functional execution with the product roadmap to ensure **100%** on-time completion.
- Designed **10+** interactive dashboards to track user engagement metrics and operational KPIs, enabling data-driven decision-making for future feature prioritization.
- Conducted process diagnostics and customer journey mapping to implement product lifecycle improvements (PLM), sustaining a **4.5/5** NPS.
- Mentored a team of **3 interns** to drive gains in process efficiency, streamlining workflows to support agile practices.

Internshala   **Gurugram, India**
Associate - Sales   *Jul 2023 - Mar 2024*

- Executed sales strategies including pitch deck creation and cold calling, improving conversion ratios which led to **INR 45 Lakhs** in revenue using CRM tools (LeadSquared).
- Conducted discovery calls to collect consumer insights and identify customer needs, closing gaps in the sales funnel.
- Leveraged performance data to enhance personalized multichannel outreach, significantly improving B2B sales efficiency.

Webnnel   **Remote**
Creative Content Intern   *Apr 2021 - May 2021*

- Created short-form content focused on brand-driven narratives, boosting Instagram interaction by **7%**.
- Managed storytelling strategy across digital platforms, increasing user engagement rates and ROI.

CERTIFICATIONS

- **SQL for Data Science (Coursera)**   **Aug 2025**
  Learned cleaning, transformation, joins, subqueries, aggregate functions, indexing, data extraction, RDBMS, and reporting techniques.
- **Lean Six Sigma Green Belt (Grant Thornton)**   **Jul 2025**
  Trained in DMAIC methodology to reduce variation and cost, performing Root Cause Analysis (RCA), supply chain optimization, and workflow automation.
- **Python (Udemy)**   **Aug 2025**
  Learned Python for data transformation, regression analysis, exploratory data analysis (EDA), visualization, and predictive modeling to solve business problems.
- **Brand Management (Phoenix Global)**   **Jul 2025**
  Learned to create GTM strategy combining brand positioning, value proposition design, customer acquisition tactics, and competitive benchmarking.

POSITIONS OF RESPONSIBILITY

Industry Interaction Committee (IIC)   **IIM Kashipur**
Executive Member   *Jul 2025 - Present*

- Spearheaded **4+** domain-specific conclaves featuring **20+** industry leaders to drive corporate relations.
- Procured and managed **70+** live projects, facilitating industry-relevant insights and career-readiness for the batch.
- Facilitated **25+** corporate talks and workshops, strengthening student expertise and guest engagements.
- Attracted **400+** student registrations through curated industry-academia initiatives and outreach efforts.

Other Initiatives

- **Volunteering:** Provided academic support to underprivileged children (Connecting Dreams Foundation).
- **Inclusion:** Supported initiatives for people with disabilities and promoted awareness at EOC.