

Anshul Eskey

Aspiring Product Manager & Strategy Consultant

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Education

Indian Institute of Technology (IIT), Roorkee

Bachelor of Technology (B.Tech) in Chemical Engineering

2024 – 2028

- **Relevant Coursework:** Data Analytics, Engineering Mathematics, Computational Methods.
 - **Target Domains:** Management Consulting, Product Management, Data Analytics.
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Experience

Career Development Cell (CDC), IIT Roorkee

Manager, Research & Analytics

May 2025 – Present

Data Analysis: Analyzing historical placement data to identify recruitment trends and salary benchmarks, creating reports that influence the strategic direction of the placement season.

Team Management: Coordinating with a team of executives to execute high-volume research projects, ensuring 100% data accuracy in recruiter databases.

Career Development Cell (CDC), IIT Roorkee

Department Representative

Aug 2024 – May 2025

- **Stakeholder Liaison:** Served as the primary communication bridge between the Chemical Engineering Department and the CDC, ensuring seamless flow of critical recruitment updates to over 250 students.
- **Feedback Loops (Product Focus):** Established structured feedback channels to gather student pain points regarding the placement portal, synthesizing this qualitative data to the central committee for process improvements.
- **Crisis Communication:** Managed real-time information dissemination during high-stakes placement windows, ensuring clarity and alignment between the student body and administration.

Institute Weightlifting Team / NSO Leader + Core Team Member

August 2025 - Present

Representing the Institute at various Sports Fests, including Inter-IIT for Weightlifting. Coordinating and Managing Operations for the team, as well as winning medals for the institute.

Skills

- **Data Analytics:** SQL (Intermediate), Tableau (Dashboarding), Excel (Intermediate), Data Visualization.
- **Consulting & Strategy:** Structured Problem Solving, Market Research, Root Cause Analysis, Strategic Frameworks, Stakeholder Management.
- **Soft Skills:** Leadership, Team Management, Crisis Communication, Competitive Resilience.

Projects

Product Management & UX Research

CRED Product Case Study (PRD)

- **Focus:** Product Requirements Documentation (PRD), User Persona Mapping, and Customer Journey Analysis.
- **Key Tasks:** Conducted user research to define **User Personas** and identify pain points within the CRED ecosystem.
 - Mapped out the **Customer Journey** to identify friction points in the user flow.
 - Authored a comprehensive **PRD** outlining feature specifications and success metrics (North Star metrics).

Consulting & Strategy

IIT Guwahati (IITG) Capstone Project - Winter Consulting

- **Focus:** Structured Problem Solving & Business Strategy.
- **Nature:** A high-intensity project simulating real-world consulting engagements.
- **Skills:** Market research, framework application (MECE, SWOT, etc.), and developing data-backed recommendations for a business case.

Product Management & Marketplace Analysis

Zomato – Peak-Hour Reliability Case Study

Focus: Marketplace Product Management, User Experience Analysis, and Metrics-Driven Problem Framing.

Key Tasks:

- Conducted structured product discovery to analyze **order cancellations and user anxiety during peak lunch/dinner hours** on a food delivery marketplace.
- Performed **user segmentation** (first-time vs repeat users, time-constrained metro users) and mapped the **end-to-end customer journey** to identify friction points related to ETA volatility, delivery partner assignment, and status transparency.
- Defined **PM-relevant success metrics** (cancellation rate, ETA stability, on-time delivery, support contact rate) and carried out **root-cause analysis** across operational, UX, and marketplace constraints.
- Authored an **internal-style PRD** documenting assumptions vs unknowables, key trade-offs, and **1–2 realistic, constraint-aware interventions** with a clear measurement plan.

Awards

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- **Silver Medal, Weightlifting (83 kg):** Secured 2nd place at IIT Ropar sports fest, demonstrating high-performance discipline and consistency in training.
 - **Bronze Medal, Weightlifting (77 kg):** Achieved podium finish at IT-BHU, representing the IIT Roorkee Weightlifting Team in the 77kg category.
 - **Multiple Medals:** Consistent podium finisher in Intra-IIT Roorkee competitions, successfully balancing rigorous athletic training with academic commitments.