



AKSHIT RATHI

Course : **B.E. (Hons.)**, Computer Science, 2024
Email : f20202045@hyderabad.bits-pilani.ac.in
Mobile : 6377418191
CGPA : 7.33



ACADEMIC DETAILS					
COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
CLASS XII	Science, Mathematics	Happy Hours School	CBSE	96.6 %	2020
CLASS X	General Studies	Happy Hours School	CBSE	94.8 %	2018

INTERNSHIPS / WORK EXPERIENCE	
Business Analyst Intern, Viacom 18 Media Private Limited	Jul 2023 - Dec 2023
<ul style="list-style-type: none">Conducted daily, weekly, and monthly revenue analysis for AVOD Wing, identifying new client acquisitions and revenue attrition.Monitored and reported sales performance across multiple revenue streams, streamlining the process of identifying trends.Oversaw CTV and Headliner Campaign tracking, consistently achieving key metrics on a daily, weekly, and monthly basis.Led in-depth analysis of TAM Digital Adex, facilitating competitor analysis and driving a 5% increase in sales from other OTT platforms.	
Business Analytics and Development Intern, LeadstoSell	Sep 2022 - Apr 2023
<ul style="list-style-type: none">Analyzed customer demographics and behaviour using SQL and Excel, facilitating data-driven marketing strategies.Led targeted email and advertising campaigns, resulting in a 30% boost in qualified leads, thereby enriching the customer base.Executed A/B testing, optimizing landing pages for a 15% increase in conversion rates, thereby enhancing the customer journey.Collaborated in over 40 sales meetings with the CEO, achieving a 60% conversion rate, showcasing excellent client engagement.	
Product Analyst Intern, Knowzies Technology Solutions	May 2022 - Jul 2022
<ul style="list-style-type: none">Developed and managed product dashboards using Power BI that improved data accessibility by 10%.Collaborated with 3 cross-functional teams to launch 2 new product features while ensuring a seamless user experience.Led user research to understand customer preferences and recommended 5 changes to 2 Product Roadmaps.	
Product Management Intern, Ace Square Media - Sfurti Sahare	Mar 2021 - Dec 2021
<ul style="list-style-type: none">Supervised the overall development of 3 digital products, resulting in successful product launches within 8 months.Increased social media engagement by 15%, email opening rate by 20% and phone sales closing rate by 30% in 6 months.Led 4 cross-functional teams, enabling seamless user experiences in 2 product feature launches using Mix panel insights.	

POSITION OF RESPONSIBILITY	
Co-Founder CEO - Funnels Bay	Feb 2022 - Nov 2022
<ul style="list-style-type: none">Worked with 30+ clients, achieving 5X revenue growth through precise sales funnel optimizations.Formulated strategies using SEO and PPC, resulting in a 25% surge in website traffic and a 15% increase in qualified leads.	
Captain - Jodhpur Badminton Team	Aug 2019 - Sep 2019
<ul style="list-style-type: none">Led and managed a team of 5 players, achieving 2nd place in the 2019 SGFI Rajasthan State tournament.	
Lead Saxophonist - Happy Hours School	Jan 2018 - Apr 2018
<ul style="list-style-type: none">Led a 150+ member orchestra as the Lead Saxophonist, performing 9 distinct songs over a 3-hour duration.	

PROJECTS	
Covid=19 Cases Prediction - Time Series Analysis + Machine Learning	Aug 2023 - Sep 2023
<ul style="list-style-type: none">Visualized EDA results and time series forecasting using various plotting techniques such as line plots, scatter plots, and heat maps.Employed the Prophet model for Covid-19 case predictions through time series analysis, backed by compelling visualizations.	
Uber Data Analysis - Exploratory Data Analysis + Machine Learning	Jul 2023 - Aug 2023
<ul style="list-style-type: none">Conducted extensive data pre-processing and cleaning for a massive dataset with over 31 million entries.Utilized time series analysis to identify and characterize demand patterns, revealing Uber's significant revenue growth in NYC.	

AWARDS AND RECOGNITIONS	
4th Place Winner in PM School Live Challenge #152 PM School	Aug 2023
<ul style="list-style-type: none">Ranked in the top 5 out of 30+ students in the WeWork India app launch case study competition.Implemented product thinking for 3 UI/UX enhancements and developed a dynamic 4-screen Figma prototype.	
Start-Up Strategist and Business Analyst Experience Program Finlatics	Jul 2023
<ul style="list-style-type: none">Earned two letters of recommendation for demonstrating an ability to contribute to startup growth and unique problem-solving skills.Successfully solved a range of case-based projects using the MECE method of problem-solving, MS Excel, and Power BI.Conducted in-depth case project analysis, showcasing an understanding of the product, market dynamics and financing aspects.	
Top Product Management Fellow Doremon Den	Jul 2023
<ul style="list-style-type: none">Analyzed threads app user journey, conducted 10+ user interviews, condensed 40+ reviews into personas, and identified pain points.Established and monitored five key success metrics for the problem statement of increasing no. of threads on threads app.	