ADITYA SUKHWAL

Operation Strategy Intern @Zepto	Pre-Placement Interview @Larsen&Tubro	Public Relations Head @ShARE

ACADEMIC PROFILE

DEGREE / BOARD	INSTITUTION	CGPA / PERCENTAGE	YEAR
Civil Engineering	Indian Institute of Technology, Varanasi	9.08/10	2023-2028
Central Board of Secondary Education (XII)	Decent Public School, Kota	93.80%	2022-2023
Central Board of Secondary Education (X)	St. Paul's Sr. Sec.School, Bijainagar	97.00%	2020-2021

PROFESSIONAL EXPERIENCE

Zepto
Operations Strategy Intern
(Sept'24 - Dec'24)

Engaged with a $5.3Bn quick-commerce company to analyze and mitigate systemic drivers of delivery partner churn.
- **Conducted 60+ indepth interviews** to uncover key attrition triggers; **structured insights** into **9** behavioral cohorts
- **Benchmarked 4+ competitors** across policies & incentives to decode factors driving **fleet migration** & preference.
- **Achieved 8% reduction** in delivery partner churn by designing & implementing **6+** onboarding & training strategies.

Swiggy
Marketing and Growth Intern
(Feb'25 - June'25)

Engaged with a leading food delivery platform to optimize the operations and accelerate user acquisition and growth.
- **Surveyed 500+ students** to analyze late-night ordering behavior, awareness gaps and identify users' friction points
- **Drove 27% market share growth** for swiggy in IIT BHU through **student-focused** adoption & retention campaigns.
- **Optimized delivery routes** for partners, improving **logistical efficiency** by **13%**, **reducing delivery time** by **17%**.

SandLogic
Business Analyst
(Jan'25 - March'25)

Led pre-launch market and competitor analysis for a $20M full-stack AI startup across 3 upcoming product verticals.
- **Benchmarked $7.2 Bn+ agentic AI** market; recommended **5 high-ROI agents** to shape company's product focus.
- **Analyzed 50+ Voicebot** offerings; informed pricing decisions and refined targeting across **10 potential industries**.
- **Evaluated 17+ edge devices** across industries; proposed feature improvements, boosting the clients engagement.

PROJECTS & CERTIFICATIONS

PMx IIT Guwahati
Product Launch
(Nov'24 - Jan'25)

Strategized integration of home-cooked meal providers into Zomato, digitizing India's unorganized tiffin ecosystem.
- **Mapped** India's **$1.5B** offline tiffin market; designed a **4-phase** integration roadmap to onboard vendors on the app.
- **Proposed 6 product features** to meet rising health and sustainability demands, targeting **30% user retention**.
- Ideated influencer-led awareness campaigns & partnerships; driving **$0.8Mn/month** revenue and **25%** order growth

Indian Case Challenge
Category Launch Strategy
(Dec'24 - Jan'25)

Developed a strategic expansion plan for Bikaji's entry into the premium bakery segment, leveraging Industry 5.0.
- **Developed strategic roadmap** for Bikaji to enter India's **$13.5 Bn bakery market** with health-focused offerings.
- **Proposed** modular machinery, smart logistics solutions; reducing packaging costs by **17%** and transit time by **23%**.
- **Mapped Q-commerce's impact** on FMCG lifecycle to boost distribution efficiency & consumer repeat purchases.

Soul Forest
GTM Strategy
(Sept'24 - Nov'24)

Developed a go-to-market strategy for biodiversity units, conducting market validation and stakeholder engagement
- **Designed survey** with **200+ respondents**, analyzing emotional, financial, and ecological factors for BDU adoption.
- **Created infographics and videos**, demystifying biodiversity conservation and enhancing stakeholder awareness.
- **Benchmarked strategies** from **15** global organizations, deriving insights to refine Soul Forest's market positioning.

Deloitte Australia
(Data Analytics Certificate)

- Created **Tableau dashboards** by analyzing machine failures rates using telemetry data from four global factories.
- Used **Excel** to classify gender pay scores, identifying discriminatory patterns across roles in the global factories.

POSITIONS OF RESPONSIBILITY

Senior Consultant
180 DC IIT BHU
(Jun'24 – Present)

- **Consultant** at 180 Degrees Consulting IIT BHU, social impact consulting firm with **160+ branches in 35 countries**
- Co-led a **14-member**, **3-division** team to develop and launch the first edition of the 180 DC Sustainability Booklet.
- Led & successfully onboarded **3 projects,** worked with three distinct **8-membered teams**, delivering **270+ hours** of strategic solutions and consultancy services **worth ₹2 lakhs**, driving significant and impactful client outcomes.

Event Coordinator
Kashiyatra
(Jan'25 – Present)

- **Directed 80+ team members**, ensuring smooth execution for an event with **700+ participants & 40,000+ footfall**.
- Coordinated in **14+ events**, engaging with over **800** participants and attracting **15,000+ visitors** to the events.
- **Administered a budget** of **₹1 lakh**, overseeing fund allocation for the event organization and prize distribution.

Induction Mentor
(June'24 – Dec'24)

- Mentored **150+ Matriculants** during the induction, fostering academic success and growth for a smooth transition.
- Spearheaded **7+ events** to empower mentees in overcoming challenges, pursuing passions, and fostering growth.

ACHIEVEMENTS AND HONOURS

National Case Studies and Competitions

- **National Runners-up** at Createch '25, an ideation challenge held by L&T with over **15000+ teams** participating
- **National Winner** at consulting case competition, held by SJMSOM, IIT Bombay with **1230+ teams** participating.
- **Runner-up,** Fake Investors – Strategic investment case competition with **320+** teams in a high-stakes simulation**.**
- **Bronze Medallist** at national product management case event by IIM V, with over **500 teams** from IITs and IIMs.
- **Bronze Medallist** at product case competition held at IIT BHU, among **600 teams** from IITs and IIMs participating.
- **National Finalist** in the business strategy case competition at IIT KGP, among **5400+ teams** from IITs and IIMs.
- Among **Top 5** teams in a product management competition at IIT Guwahati with over **2500+ teams** participating.

Top 10 Mentors (PhysicsWallah)

- Recognized among the **top 10** out of **250+ mentors** at Physics Wallah for excellence in mentoring **JEE aspirants**.
- **Mentored** over **750+ JEE aspirants** through **live interactive sessions** and constant **academic doubt resolution**.

Co-curricular activities

- **Runner-up**, ROCK-IT – for **optimizing** a pressurized water rocket for guided precision and range-based launches.
- **Winner**, Goldbergs' Alley – **engineered** a chain-reaction mechanism to defeat a monster using a throwing device.
- **Finalist**, Eruption Simulation challenge - **designed** a reactive model demonstrating chemical-based lava eruption.

E-sports and Sports

- **Bronze Medallist** at inter-school general sports championship '17, competing among **20+** participating schools.
- Among the **top-50** teams in the **clash of clans world championship**, competing against top esports contenders