



Thanush Kilaru

Roll No.:190102082

B.Tech - Electronics and Communication Engineering

Indian Institute Of Technology, Guwahati

+91-9121553630

k.thanush@iitg.ac.in

thanushkilaru008@gmail.com

linkedin.com/in/thanushk

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
FRM Part 1	GARP	76-100th Percentile	September, 2021
B.Tech. Major	Indian Institute of Technology, Guwahati	7.68 (Current)	2019-Present
Senior Secondary	Telangana State Board	97.6%	2019

EXPERIENCE

- ShareChat** May 2022 - Jul 2022
Product Analyst Intern Bengaluru, India
 - Introduced the concept of **Motion Video templates on Moj**. Performed **competitor research** to discover possible templates and comprehend user requirement. Analysed user engagement data using **SQL and Excel** and identified successful templates, and **developed a timeline** for the release of templates.
 - Improved **weekly UGC creations and content engagement** by **40% and 15%** respectively. Designed a **road-map based on Creator Retention** for a new creator to achieve success. Computed and analysed creator performance and post-lifecycle data, and **formulated new criterion for creator grade promotion**.
- ShareChat** Feb 2022 - May 2022
Data Analyst Intern Bengaluru, India
 - Increased avg watch percentage by 3%** and **avg videoplay count by 10%** on SCTV. Conceptualised and implemented frameworks to identify top performing languages and genres, proposed changes in creator grading system **decreasing creator costs by 10%** and helped creators understand the platform and user demands.
 - Efficiently queried relevant user engagement data on **BigQuery** and analyzed it using **Excel and Matplotlib**.
- AR Quants** Oct 2021 - Nov 2021
Quantitative Developer Intern Mumbai, India
 - Developed and back-tested consolidation strategy, option chain and F&O trading strategies with technical indicators** using **python** with the help of SAMCO and Angel APIs in NSE and BSE markets.
 - Developed a telegram bot using the IFTTT API** and integrated it with the strategy to push messages when a trade is triggered.

PROJECTS

- Marketing Case Study - Vedantu** May 2020
Consulting and Analytics Club, IIT Guwahati
 - Conducted Ed-tech **industry research and Competitor Analysis**, identified current and potential target audience. Designed **User Personas** to better comprehend customer behavior.
 - Developed **marketing strategies** and their respective execution timelines based on cost and feasibility, and **formulated KPIs** to monitor the progress of implemented strategies.
- EMR Market Entry for Narayana Health** Nov 2019
Consulting and Analytics Club, IIT Guwahati
 - Studied the market with **SWOT and PEST analysis**, identified **potential road-blocks and proposed a timeline to introduce EMR**. Proposed a **Cross-Subsidy Pricing Model** to increase user base.
 - Suggested **marketing and branding strategies** to bring awareness about the brand and the product. Identified future opportunities of EMR to increase revenue and user base.

POSITIONS OF RESPONSIBILITY

- Director of Outreach**, Model United Nations, IIT Guwahati Apr 2021 - present
 - Signed MoUs with various MUN societies, raised **INR 5 Lakh** through sponsors, executed other branding strategies and **increased delegation count by 20%**. Worked towards expanding the reach of IITGMUN across India.
 - Mentored a team of 9 new-joiners to write unbiased, apolitical, and information-dense articles. Orchestrated the creation of an extensive 50-page official reference document over the course of a week.
- Branch Representative**, Electronics and Communication Dept., IIT Guwahati May 2021 - present
 - Bridged the communication gap between teachers and students. Handled complex student issues and got them resolved by administration. Organized webinars with alumni and industry experts to help student community meet their goals.

ACHIEVEMENTS

- Creative Shock, 2020**: Secured **33rd position among 3000+ teams** across the globe in a business case study competition focusing on **marketing strategies and increasing top-line revenue**.
- Summer Analytics, 2020**: Ranked **top 10 percent among 2000+ students** across India in a Machine Learning Hackathon.
- Spardha, Inter Hostel Sports Meet, 2022**: Secured **2nd place in Weightlifting** among 50+ participants.
- Kriti, Inter Hostel Tech Meet, 2019**: Secured **1st place in Business Module** which included a case study hackathon and formulated an Investing guide on gold.
- JEE Advanced Examination, 2019**: Secured **1418 CRL rank** among **14 Lakh students**.

EXTRACURRICULARS

- Spardha, Inter Hostel Sports Meet, 2022**: Secured **4th place in Lawn Tennis** among 30+ participants.
- Inter IIT Cultural Meet, 2019**: Performed in a street play on Consumerism and **secured 7th place** among 18 IITs.
- Associate**: Consulting and Analytics Club, IIT Guwahati 2020.
- NASA Space Settlement Design Contest, 2015**: Secured **2nd place among 2000+ teams** in a Global contest.