Abhimanue Sinha

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PROFILE SUMMARY

Result-oriented ed-tech professional with nearly a decade of experience, including 4.*2 years in advanced data analysis and customer behavior research, driving strategic insights and trend recognition*.

SKILLS

Soft Skills: Data Analysis, Data Visualisation, Data Mining & Cleansing, Product Discovery, MVPs/Agile Methodologies, Conflict Resolution, Team Management.

Tools: PostgreSQL, Power BI, Tableau, MS Word, Excel(Advance), PowerPoint, Adobe After Effects, DaVinci Resolve, Whimsical, Figma, Asana.

EDUCATION

Aryabhatta Institute of Engineering & Management (AIEMD), WBUT	Durgapur, West Bengal
Bachelors of Technology (B.Tech) - Mechanical *DGPA: 8.76*	2010 – 2014

EXPERIENCE

Unacademy - Sorting Hat Technologies Pvt. Ltd. | Data Analyst   Feb'24 – July'24 / *6 mths*

- Building data-driven dashboards using Power BI & graphs to support stakeholders in decision-making and addressing problems.

BYJU's – Think and Learn Pvt. Ltd. | Lead - Product Analyst   Nov'20 – Apr'23 / *2 yrs. 6 mths*
Aakash BYJU's App

- Conducted over 500 user interviews and performed in-depth user data analysis during the discovery phase, clearly defining the North Star Metric (NSM) and value propositions of the app, enhancing product-market fit.
- Engineered and deployed sophisticated algorithms via statistical analysis and predictive modeling, boosting customer engagement by 5%.
- Devised a streamlined spreadsheet to manage records for over 2,00,000 students across various boards, optimising storage by omitting non-essential data.

BYJU's – Think and Learn Pvt. Ltd. | Senior Associate Analyst   Mar'19 – Oct'20 / *1 yrs. 8 mths*
BYJU's Classes

- Proactively evaluated product adoption and engagement metrics, implementing preemptive outreach strategies that reduced churn by 10%.
- Conducted comprehensive keyword analysis on YouTube, formulating a content delivery strategy that increased video views by 25%.
- Developed visually engaging presentations and modules, effectively communicating content and streamlining the creative process.

Avanti Learning Centres Pvt. Ltd. | Assistant Product Owner   Feb'16 – Feb'19 / *3 yrs. 1 mths*

- Implemented SOPs developed, for achieving <2% error rate in all products designed (modules, tests, notes, and handouts) with 2 days TAT for error escalation.
- Conducted 10+ A/B tests annually for building new design guidelines of case studies, hands-on activities, and narratives to be used directly in classroom scenarios or video content experience.

CERTIFICATION

- Product Management Fellowship | NextLeap
- Accenture North America - Data Analytics and Visualization Job Simulation
- The Complete SQL Bootcamp | Udemy
- Microsoft Power BI Desktop for Business Intelligence | Udemy
- 100 Days of Code: The Complete Python Pro Bootcamp for 2023 | Udemy