



# SAKSHI SINGH

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🔗 Certifications

## Education

Year	Degree/Certificate	Institute	CGPA/%
2022 - 2026	B.Tech in Production Engineering	National Institute of Advanced Manufacturing Technology, Ranchi	7.2/10
2021	Intermediate	DAV Public School, Siwan	82.6%
2019	Matriculation	Sanghmitra Public School, Siwan	90%

## Experience

### Analytics Resources

#### Data Analyst Intern

Jun 25 – Aug 25

Remote

- Integrated Product APIs from Amazon, Flipkart, Myntra, and travel platforms to extract **10K+ product/travel records**, implementing ETL pipelines for data cleaning, transformation, and exploratory analysis.
- Performed statistical analysis to identify **seasonal trends, category performance patterns, and profit optimization opportunities**, delivering actionable insights that enhanced revenue strategies.
- Created analytical dashboards and curated recommendation systems, enabling data-driven decision making and delivering **personalized user experiences** across e-commerce and travel platforms.

### OMELO (Pet Care Startup)

Sept 24 – Nov 24

Remote

#### Growth & Strategy Intern

- Conducted market and competitor analysis to identify growth opportunities, leading to the onboarding of 12 niche influencers and **500+ active users** within 6 weeks.
- Partnered with product and marketing teams to design and launch 3 engagement initiatives, improving **user retention by 40%** and generating 25% MoM lead growth.
- Translated user feedback into actionable product requirements, streamlining onboarding workflows and increasing feature adoption by **30%**.

## Projects

### Case Study: Pricing Transparency Framework – Swiggy

- Conducted **user research** and **competitive benchmarking** to identify hidden fees as a primary driver of **cart abandonment**, impacting overall **user experience and retention**.
- Defined the **product strategy** and developed a **feature roadmap** introducing upfront all-inclusive pricing and dynamic fee breakdowns to improve **checkout transparency and trust**.
- Applied the **RICE framework** with defined **success metrics** (**15% fewer cart drops, 10% higher conversion, 20% better NPS**), driving data-driven product impact.

### Product Teardown – Spotify

- Conducted **end-to-end product teardown** of Spotify, analyzing **user journey, feature design, technical architecture, and competitive benchmarks** to identify onboarding and personalization gaps.
- Proposed a **mood-based onboarding flow and Day-One Smart Playlists**, defining the **feature roadmap** with **RICE prioritization** and actionable **user-centric design improvements**.
- Established clear **success metrics** (**20% increase in 7-day retention, 15% boost in engagement, 5% rise in conversion**) to ensure **data-driven decision making** and measurable **product impact**.

## Skills

**Product Management:** Roadmapping, User Research, Wireframing, Requirement Gathering, A/B Testing, Market Analysis

**Analytics:** SQL, Excel, Tableau, Data Visualization, KPI Tracking, Metrics-Driven Insights

**Collaboration:** JIRA, Confluence, Figma, Miro, Agile/Scrum, Stakeholder Management

## Achievements

- Won **Inter-College Business Plan Competition** through market analysis and data-driven financial projections.
- Led **growth analytics and partnerships** across startups, driving optimization through stakeholder analysis.

## Leadership / Extracurricular

### GDG on Campus, NIAMT

Aug 24 – Jun 25

- Led **cross-college collaboration** with 6 GDSCs achieving Tier-2 status in inaugural year while managing social media strategy and PR initiatives.

### Innovation and Entrepreneurship Development Cell, NIAMT

Aug 23 – Present

- Coordinated and hosted successful events with **500+ attendees**, managing logistics and speaker coordination to enhance participant experience.