

# ANIKET RAUT

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## EXPERIENCE

### APNA

Bengaluru, India

#### Product Analyst II

06/2022 to Current

*Helping India to hire blue-collar & low-skilled white collar candidates easily (Series C funded; \$1.1 Bn valuation)*

#### PRODUCT :

- Orchestrated unified CRM setup, integrating Sales, Support, & FAQ, reducing overall product cost by 27%.
- Spearheaded chatbot automation initiatives, optimising agent's efficiency by 25% and enhancing NPS by 24%
- Implemented proactive WhatsApp communication processing page, reducing platform drop-offs by 13%.
- Executed a comprehensive flow for blocked employers, with UI & Engg team boosting engagement by 13%.

#### ANALYTICS :

- Set up retention strategies for SMBs impacting 46% of total revenue and establish trigger points fostering growth.
- Established metrics for recruiter engagement & revenue, enhancing business strategies, driving growth by 23%.
- Devised and implemented key metrics, KPIs, and constructed dashboards improving operational efficiencies.
- Analysed operation's cost structures, established trackers, and optimised team structure & total burn by 13%

## INTERNSHIPS

#### URBAN COMPANY | Business Analyst Intern

05/2021 to 06/2021

*Worked actively under associate vice-president; Devised key metrics and analysed business trends for growth*

- Developed data-driven strategies to drive retention and lead acceptance rates of service providers

#### WIPRO LTD | Business Development Intern

02/2021 to 04/2021

*Reported directly to consulting head-quality engineering; Spearheaded the deployment of an automated quality assurance annual report concerning internal growth prospect to enhance feedback loop for product offerings*

#### DOUBTCONNECT EDTECH PVT LTD | Product Development Intern

12/2020 to 01/2021

*Built end-to-end user journeys by identifying their digital behaviour/footprints & optimised it by running A/B tests*

#### HAPPAY - BUSINESS EXPENSE MANAGEMENT | Business operation analyst Intern

05/2019 to 06/2019

*Engaged with the executive team of the company to optimise corporate expense streamlining products aiding analytics and deploying predictive automation models*

## ENTREPRENEURIAL EXPERIENCES

#### EXPOZILLA LLP - Co-Founder

05/2020 to 12/2020

- Launched a DPIIT - recognised and innovative startup specialising in organising and hosting virtual exhibitions for diverse industry sectors.
- Managed all aspects of product development, overseeing development and deployment to scale business requirement across industry enabling growth prospect.

## SKILLS

**SKILLS :** Product Management, Business Strategy, Stakeholder Management, PRDs, Metabase, BigQuery, Advanced Excel, CRM tool, Mixpanel, Tableau, Python, Machine Learning, Google Analytics

**EXPOSURE :** Product, Operations, Business, Revenue Operations, Data Engineering, Platform Engineering, Business Intelligence

## EDUCATION

#### M.TECH DUAL DEGREE 5Y: MINING ENGINEERING

01/2022

IIT Kharagpur

GPA: 8.20 / 10

#### MAHARASHTRA HSC

01/2016

Hislop College, Nagpur, MH

Marks: 85.85%

#### CBSE

01/2014

Sunflag School, Bhandara, MH

Marks: 10 / 10

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## POSITIONS OF RESPONSIBILITY

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- **Department Representative, Career Development Centre, IIT Kharagpur**
- **Sponsorship Head, GREATSTEP 2019 (Technology Mining Engineering Society)**

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## INTERESTS

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- Part of the Gold winning Football team in Interhall Sports General Championship in 2018 and 2019
- Member of KHOJ 2018, sponsorship & organising team of annual treasure hunt
- Represented IIT Kharagpur as a delegate in the conference held by Harvard-US India Initiative 2020