AKSHIT RATHI

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EDUCATION

Birla Institute of Technology and Science, Pilani   **Hyderabad**
B.E. in Computer Science and Minor Degree in Management   *2020 - Expected July 2024*

Happy Hours School   **Jodhpur**
Class XII – CBSE – Science (96.6%)   *2018 – 2020*

WORK EXPERIENCE

LeadsToSell.com   **Remote**
Business Analytics and Development Intern   *October 2022 – April 2023*
- Developed customer segmentation model using cluster analysis and logistic regression resulting in 20% increase in ROI.
- Streamlined company's supply chain operations by identifying inefficiencies and proposing solutions.
- Utilized SQL, Excel, and Tableau to analyze customer demographics and purchasing behavior.

Knowzies Technology Solutions   **Pune, Maharashtra**
Product Analyst Intern   *May 2022 – July 2022*
- Conducted data analysis on user behavior using SQL, Python, and Mix panel resulting in 20% increase in user engagement.
- Developed and managed product dashboards using Power BI and Tableau; improving data accessibility.
- Collaborated with cross-functional teams to develop and launch new product features ensuring seamless user experience.
- Led user research initiatives to understand customer needs and preferences, and recommended changes to product roadmap.

Funnels Bay   **Remote**
Founder (Link)   *Feb 2022 – October2022*
Offered comprehensive 360° digital marketing solutions to help businesses streamline their sales funnel processes.
- Worked with over 30 clients and helped them drive revenue growth through targeted strategies and data-driven tactics.
- Stayed up to date with the latest digital marketing trends, and experimented with new tactics to optimize campaigns.

Sfurti Sahare – Ace Square Enterprise   **Remote**
Product Management Intern   *March 2021 – December 2021*
- Presented product development updates to senior management, managing stakeholder expectations effectively.
- Conducted usability testing, improved product usability by identifying pain points and suggesting improvements.
- Conducted market research to identify new growth opportunities, including analysis of customer needs and preferences.
- Analyzed user data using Google Analytics and Mix panel, gaining insights into user behavior and preferences.

PROJECTS

- **Improving the Activation of What's App Pay**
  - Created a deck identifying **user pain points** regarding the Feature of What's App Pay in What's App, suggested features for **product improvement**, **prioritized** them and **identified success metrics**.   Link to the Deck

LICENSES AND CERTIFICATIONS

Product Management Certification (Product Space, 2023)   Certification Link
Bloomberg Market Concepts (Bloomberg, 2023)   Certification Link
Business through AI-Powered Supply Chains (NITIE, 2022)   Certification Link

LEADERSHIP EXPERIENCE

- **Captain, Jodhpur's Badminton Team**   **[2019]**
  - Lead, motivated, and organized my team's performance in the 2019 State Tournament of Rajasthan.
- **Product Team Lead, Sfurti Sahare – Ace Square Enterprise**   **[2021]**
  - Managed the product development process to completion and ensured that it meets customer satisfaction and achieves business objectives.

SKILLS & INTERESTS

Skills: Excel | SQL | Tableau | Power BI | HubSpot | Trello | Google Analytics | Mix panel | Python | Figma | Canva | Google Sheets | Agile Methodologies | Scrum | Kanban | Teamwork and Collaboration | Competitive Analysis | Market Research.

Interests: Business Strategy | A/B Testing | Funnel Analysis | Business Intelligence | Badminton | Flute | Reading Books.