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](https://docs.google.com/presentation/d/1juWMP-WPUHvju99UA4jwJpC3A5RQ9QOF/edit?usp=share_link&ouid=114328188842059175547&rtpof=true&sd=true)

**LICENSES AND CERTIFICATIONS**

**Product Management Certification (**Product Space, 2023) [Certification Link](https://drive.google.com/file/d/16F1vEAAzs1WmMVISgm_tbNaiM-8AfBTF/view?usp=share_link)

**Bloomberg Market Concepts (**Bloomberg, 2023) [Certification Link](https://drive.google.com/file/d/1lEjptM-wk4yJldpevFRUyMANzZIx-8bP/view)

**Business through AI-Powered Supply Chains** (NITIE, 2022) [Certification Link](https://drive.google.com/file/d/1LpH39ms1Wu6wpWUJADuuqrkVBl8TgXeB/view)

**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.