

Aditya Singh

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ACADEMIC DETAILS



Year	Degree / Board	Institute	GPA/ Mark
2022	B.Tech in Civil Engineering	Indian Institute of Technology, Delhi	7.7
2018	CBSE	JNV Bundi, Rajasthan	91.2%
2016	CBSE	JNV Kaushambi, Uttar Pradesh	10

PROFESSIONAL EXPERIENCE

- **Product Manager, Apollo247** (April 2025-Present)
 - Spearheaded **SEO & growth initiatives**, boosting organic sessions by **11M/month** and driving **+33% growth** in website transaction
 - Led cross-functional launch of contextual nudges shifting web users to app **40K+ new installs/month** and **26K+ app transactions/month**; **improved average transactions per user from 1.7 to 3.3**
 - Redesigned On page navigation and interlinking to improve **engagement from avg. time of 1min 4sec to 1min 16 sec**
 - Increased **platform conversion rate from 1.25% to 1.40%** by streamlining the end-to-end user journey and strategically highlighting platform offers from onboarding through cart creation to drive new user acquisition.
 - Built and **launched a Reviews & Ratings system** on FMCG Product details pages to increase user trust and conversion rate
 - Conceptualized and launched the Health Queries feature on PDP as a long-term strategy to provide real, contextually accurate answers to complex user health questions, addressing the limitations of generic AI/LLM overviews. This initiative enhanced user trust, engagement, and informed purchase decisions, positioning the platform as a credible source of personalized health guidance.
- **Associate Product Manager, Apollo247.** (May 2023-March 2025)
 - Optimized the existing payment methods and **integrating** new payment methods to cater to diverse user payment preferences, resulting in a **2.5% improvement** in success rate, achieved a monthly GMV impact of INR 1.5 Cr
 - Drove payment innovation, reducing UPI drop-offs by 30% and latency by 75% via 1-click UPI payments (Juspay) enabling users to complete UPI transactions with a single click
 - **Enhanced user experience** by implementing a **data-driven system** to detect temporary payment method outages and proactively guide users to alternate options, reducing friction and failed transactions
 - Launched successful EMI payment system for high-ticket products like Insurance and Diabetes manage program available on platform
- **Product Analyst, Apollo247** (June 2022-April 2023)
 - Set up an automated reconciliation system that attained a 98% accuracy rate, cutting man hours needed for the reconciliation
 - Overhauled the reporting system and generated 7 essential dashboards for visibility of the key metrics to all stakeholder & daily monitoring of transaction success rates, refund failure rate and various payment health checks at payment method & gateway level
 - Acquired proficiency in SQL, Python, Big Query, Clever tap and analytical skills to formulate hypotheses and effectively support or challenge them through data analysis, produced comprehensive reports and outlining findings from the analyses

EXTRACURRICULAR ACTIVITIES

- **Captain, Squash, IIT Delhi Team:** Ensured availability of equipment, scheduled regular practice session (May 2020 - April 2022)
 - Spearheaded IIT Delhi** in IIT BHU Sports Fest, competing amongst 8 teams, handled all operations and administrative work
 - Gold Medal**, Squash, Spardha IIT BHU (October 2019), Bagged **Gold Medal** and **Best Player** in Sportech IIT Delhi (April 2022)
 - Successfully **conducted training sessions with institute coach** for budding sports enthusiasts in IIT-Delhi community
- **Captain, Squash VindhyaChal Hostel** Led the entire Squash segment of the hostel (May 2019 -April 2020)
 - Managed** sports-related financial matters and **revitalized** the squash segment, **pioneering the hostel's first squash team** in two decades, and securing **Gold medal** at Inter-Hostel competitions in 2019 (September 2019)
- **Board for Recreational and Creative Activities-Performed** Street play as an actor and music composer for orientation of First-year students with a **team of 30 students** to guide them through the new environment of the institute (August 2019)
- **National Service Scheme (NSS) IIT-Delhi:** Volunteered as a teacher and mentor in **Vidya teaching project** (Sept 2019- Nov 2019)
 - Provided guidance and support to underprivileged children preparing for secondary school studies and entrance examinations
- **Regional Mathematics Olympiad (NBHM): Qualified RMO - Advanced level Mathematics** (Algebra and Geometry) Olympiad held across country, secured IX th rank in Jaipur region, qualified for Indian National Mathematics Olympiad
- **Honored by State Ministry** for an excellent score of **10 CGPA** in class X in academic year of 2016, CBSE Board