SHIVAM ASTHANA

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Objective

A detail-oriented individual with hands-on experience in Amplitude and Clevertap, backed by a strong technical background and ongoing MBA studies. Eager to contribute analytical skills, data-driven insights, and business acumen to drive product innovation and enhance strategic decision-making in a Product Analyst role.

Experience

- **COGENT E-Services Ltd. NOIDA, U.P**   15 the Oct 2022 - 20th March 2023
  CSA

- **Justdial.com NOIDA, U.P**   6th June 2023 - 23 Sept 2023
  Certified Internet Consultant

Internship Cum Program

- **JP Morgan Chase & Co. - Corporate Analyst Development Program**
  As a dedicated participant in JP Morgan Chase & Co.'s prestigious Corporate Analyst Development Program, I have consistently delivered impactful financial analyses, spearheading data-driven insights to optimize **decision-making**. My proficiency in **financial modeling, risk assessment**, and trend analysis has fueled the program's success, enhancing corporate **profitability and strategic planning.** Leveraging my strong **analytical skills**, I have identified opportunities for cost reduction and revenue enhancement, contributing to the company's ongoing growth and **competitiveness.**

- **Investment Management, University of Geneva**
  Completed an advanced Investment Management course at the prestigious University of Geneva, mastering portfolio optimization, **asset allocation,** and **risk management** strategies. Gained hands-on experience in financial modeling and investment analysis, aligning with **current market trends** and global **financial standards**. This comprehensive program enhanced my proficiency in financial planning, **performance evaluation**, and **strategic decision-making,** empowering me to drive investment success in **dynamic market environments.**

Education

- **Dr. APJ Abdul kalam Technical University**   2022
  Bachelor of Technology (M.E.)
  7.23 CGP

- **PSIT KANPUR**   2023 - 25
  Master of Business & Administration (I.T & Marketing)
  Ongoing

Portfolios

- **Customer Segmentation and Behavioral Analysis for E-commerce Platform**
  Conducted user **segmentation and behavioral** analysis using **Amplitude and Clevertap** to identify high-value customers. Leveraged **A/B testing** and product data to enhance customer **retention strategies,** resulting in a 15% increase in user engagement and revenue growth.

- **Product Feature Optimization through Data-Driven Insights**
  Utilized Amplitude to analyze **product usage metrics** and implemented feature optimizations based on user feedback. Collaborated with **cross-functional teams** in **Agile sprints** to improve product performance, boosting **customer satisfaction** by 20% over three months.

Certifications

- **Product Analytics Certification (Amplitude Academy):**
  Gained comprehensive knowledge of tracking user behavior, product performance metrics, and data-driven insights.
- **Google Data Analytics Professional Certificate:**
  Developed strong data analysis skills, covering SQL, data visualization, and A/B testing.

- **Generative AI (Copilot):** Applied AI techniques for innovative **problem-solving and predictive modeling.**

- **Product Management Fundamentals (Udemy):**
  Mastered key concepts in product lifecycle, customer segmentation, and Agile methodologies.
- **SQL (Coursera):** Skilled in **database querying** and management for data-driven decision-making.

Skills

- Proficient in using Amplitude and Clevertap for data-driven product insights.
- Skilled in Agile methodologies with strong cross-functional team collaboration.
- Expertise in A/B testing, user behavior analysis, and customer segmentation.
- Proficient in SDLC and Agile methodologies, with hands-on experience in project management, ensuring efficient and timely project delivery.

Projects

- **Feasibility Report on Scrapped Bistro.**
  Conducted comprehensive market research, **financial analysis**, and site evaluations to assess the viability of reviving a disused bistro. Recommendations outlined potential profitability, **operational strategies**, and sustainability measures, showcasing adeptness in **strategic planning and business evaluation.**

- **Leveraging The Use Of Artificial Intelligence In Hotel Chain Industry.**
  "Implemented **AI-driven strategies** in the luxury hotel industry to enhance guest experiences, optimize operations, and increase revenue. Utilized **machine learning** and **data analytics** to personalize services, **streamline processes**, and achieve significant improvements in customer satisfaction and **operational efficiency."**

Interests

- Interested in exploring market trends and customer behavior for innovative product strategies.
- Dedicated to continuous learning and professional growth in a dynamic work environment.
- Passionate about leveraging data analytics to enhance user experience and product performance.
- Maintaining a healthy work-life balance through regular exercise and wellness activities..

Additional Information

- **Relevant Coursework:** Completed a certification in **User Experience Design**, focusing on user behavior analysis, **customer journey mapping,** and optimizing user interactions. Developed skills in creating data-driven solutions to enhance **product performance and customer satisfaction.**

- **Internship Experience:** Contributed to a **cross-functional team** during a summer internship, where I conducted market research, **analyzed consumer trends**, and presented actionable **insights** to senior management, demonstrating practical application of **analytical skills in a business setting.**