

Hrithik jain

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EDUCATION

BITS PILANI

B.E. CIVIL ENGINEERING
2017-2022

BITS PILANI

M.Sc(HONS.) CHEMISTRY
2017-2022

CCHS

XII (SCIENCE), 92%
Grad. 2016 | Jaipur, India

PGIS

X , 94%
Grad. 2014 | Jaipur, India

LINKS

LinkedIn: [hrithikjain](#)
Portfolio: [product-portfolio](#)

PRODUCT DECKS

Unacademy : Improving learner's experience using technology

Groww : Solving personal finance management for the GenZ

Sportskeeda : Launching a sports fans community product for sportskeeda

OYO : Improving user trust and credibility of reviews on the OYO platform

Flipkart APM : A real world problem which can be solved using a digital product

SKILLS

Proficient

- SQL
- Amplitude
- Excel
- Looker
- MicroStrategy

Familiar:

- Python
- Tableau
- Google Analytics
- Clevertap

EXPERIENCE

HACKERRANK | PRODUCT ANALYST INTERN

Jan 2022 - Present | Bengaluru, India

- Worked closely with the product team to help with the analytics requirements
- Created a dashboard in Looker to monitor the behaviour of **returning mobile interviewers**
- Carried out a detailed **cohort analysis** to understand the drop in roles adoption by the customers

JUPITER | PRODUCT MANAGEMENT INTERN

Jun 2021 - Dec 2021 | Bengaluru, India

- **Defined success metrics** for rewards program and owned analytics for the rewards pod
- Analyzed customer queries for rewards which resulted in **improvement of CSAT by 15%** and **reduction in queries by 20%**
- Shipped a feature for operationalising refunds and rewards adjustments for refunded transactions on the app by working with designers, engineers and banking team, which **saved more than 2 lakhs** on a monthly basis
- Recommended an internal feature for the customer team to **optimize engineering processes by 3 hours weekly**
- Analyzed the impact of rewards program and carried out experiments which led to more than **16 lakhs in savings**
- Analyzed the transaction behaviour of users and recommended actions which led to **90% reduction in rewards abuse** by users

PHARMEASY | BUSINESS ANALYST INTERN

Feb 2021 - Jun 2021 | Bengaluru, India

Project - Brand Banner Monetization

- **Goal - Optimization of upfront payment** from the brand to get displayed on top positions Revenue generated by the brand
- **Classified the OTC product brands** based on 10 metrics (GMV, Margin etc.) to rank the brands based on a formulated score
- Analyzed the **distribution of funnel metrics** (Impressions, clicks, add to carts and orders) for each banner on a rank level
- **Calculated the ROI** of the brand displayed on a particular banner by assessing the Pre and Post 15 days values of 7 metrics (Search Trends, Orders etc.) using SQL, which **showed 10% increase in the revenue**

POSITION OF RESPONSIBILITY

BRAKING SUBSYSTEM HEAD | INSPIRED KARTERS - BAJA

Mar 2019 - Mar 20 | BITS Pilani

- Led a team of 25 as a Braking Subsystem Head to participate in a National All-Terrain Vehicle Competition SAE BAJA
- Improved the brake design and incorporated a reverse pedal assembly which **reduced the braking distance by 27%**

PROJECT HEAD | NATIONAL SERVICE SCHEME

Aug 2018 - Dec 2019 | BITS Pilani

Headed the project 'Unnati', an initiative where we guided 12 students for competitive exams, 5 out of 12 students qualified JEE (Main)