

Education	Board	Institute	Percentage	Year
MBA	IIM	Indian Institute of Management, Sambalpur	78.90%	2025
B. Tech	UPES	University of Petroleum and Energy Studies	64.70%	2019
HSC	ISC	St Francis College	84.60%	2014
SSC	ICSE	St Francis College	83.29%	2012
WORK EXPERIENCE				
		Ekafe	Jun 24- Jan 25	
Founder	<ul style="list-style-type: none">Launched a cross-platform (Android/iOS) canteen ordering app to reduce student wait times and streamline vendor operations.Conducted user research with 200+ students and vendors to shape Most Valuable Product and refine the UX.Handled product design (Figma) and development (JavaScript), leading GTM efforts.Incubated in the incubation center at IIM Sambalpur amongst potential 200+ startups across Orissa.Faced adoption challenges due to vendor complexity and lack of vendor to adopt and consumer willingness to pay			
Senior Consultant	LTIMindtree		Jun 19 - June 23	
Business Analyst	<ul style="list-style-type: none">Collaborated with the product team to design and implement automation solutions for audit and application check procedures, achieving a 20% reduction in manual effort and enhancing operational efficiencySpearheaded beta testing and implementation of a disaster recovery environment, ensuring 99.9% system uptimeFacilitated DR switchover processes, minimizing downtime and enhanced customer confidence in the productAchieved 99% incident management compliance by collaborating with cross-functional teams (data, support)Gathered and prioritized both functional and non-functional requirements through direct consumer engagement and cross-team collaboration, driving impactful product improvements and market alignment			
INTERNSHIP				
Market Research Intern	UNIBIC		Apr 24 - June 24	
Product Development	<ul style="list-style-type: none">Spearheaded end-to-end user research (203 respondents: 143 surveys + 60 interviews) to identify unmet customer needs, directly informing the product roadmap for snack offeringsIdentified key market trends, including consumer preferences for small-portion packaging, nut-based snacks, and transparent labeling, which informed strategic product differentiation initiatives and competitive positioning.Applied statistical analysis using Chi-Square tests to validate hypotheses on consumer behavior, uncovering significant correlations between user preferences and product features.Used data backed insights and delivered recommendations for promoting sugar alternatives and health-conscious snacks, aligning with wellness initiatives and boosting competitive positioning for individual consumersIdentified corporate gifting trends, including budget allocations and preferred purchase channels, to inform the development of targeted B2B product bundles and enhance go-to-market (GTM) strategies			
ACADEMIC PROJECTS				
Digital Product Management	<ul style="list-style-type: none">Spearheaded user research to identify unmet needs in behavioral health workflows, uncovering critical insights that directly informed the Oracle Behavioral Health Safety & Attendance Tool roadmapTranslated research findings into prioritized product features, including AI-driven risk prediction models, to address critical gaps in patient monitoring and compliance reporting, enhancing overall effectivenessPresented research outcomes and proposed features to stakeholders, showcasing a deep understanding of behavioral health integration challenges in primary care settings			2024
CERTIFICATIONS				
Six Sigma	<ul style="list-style-type: none">Lean Six Sigma, <i>Grant Thornton</i>			2024
Data Visualization	<ul style="list-style-type: none">AWS cloud practitioner (Marks: 810/1000), <i>Amazon Web Services</i>			2022
Digital Marketing	<ul style="list-style-type: none">Statistical Inference, <i>Coursera</i> in association with <i>John Hopkins University</i>			2022
ACHIEVEMENTS & SKILLS				
Co-Curricular	<ul style="list-style-type: none">Product Management – Winner of Product Decipher (IIM Sambalpur), Secured 30th/960 position in ISPMaXutpan (IIM Bangalore), National finalist for Product Arena (DDUC) & Product Trivia (IIM Sambalpur)Strategy & Ops - Winner of Innovate Con 2024 (IIM Jammu), 1st Runner up of Lateral Legends 2.0 (GLM Gurgaon) & Parivartan (IIM Sambalpur), National finals in Vittarang (IIT Patna),Operations - National finalist for Opstimato (IIM Sambalpur)			
Skills	Technical Skills <ul style="list-style-type: none">Statistical Analysis (MS Excel, SPSS, Python)Languages (R, SQL, Shell Scripting)Data Visualization (Tableau, Power BI)Wireframing (Figma, Balsemiq)Agile & Scrum methodologies (JIRA)		Soft Skills <ul style="list-style-type: none">Leadership & ResponsibilityProject ManagementCritical Thinking & Problem-SolvingCreativity & InnovationCommunication & Interpersonal Skills	