Sabhya Sanchi
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EDUCATION

Shailesh J. Mehta School of Management, IIT Bombay	MBA (Operations Management)	2022-24
Indian Institute of Technology Bombay	B. Tech. (Chemical Engineering)	2019-23

INTERNSHIPS

GoComet　　　　　　　　　　**Product management**　　　　　　　　　　*May 22 - Jul 22*

GoComet is a SaaS company that provides AI-powered multi-modal logistics platforms to simplify end-to-end logistics.
- Led **standup meetings** and worked with operations & dev team of **20+ members** to eliminate bugs and prioritize specific features
- Spearheaded **10+ QA testings** for various offering and bugs and explored **8+ companies** for potential clientele and collaborations
- Ideated product placement strategy for new features using analytics from **Mixpanel** & managing developers timetable through **Jira**
- Automated various recurrent analytical tasks through the use of **Microsoft Excel**, slashing the time required by users by over **95%**
- Created a concept plan for **auto-onboarding feature** on the website using **Ustiful** to reduce the friction experienced by new client

Gupshup　　　　　　　　　　**Product and Strategy**　　　　　　　　　　*Feb 22 - Apr 22*
- Formulated the standard procedure to streamline and enhance the functioning of the WhatsApp self-serve's product and dev teams
- Created a **product & offerings documentation** to reduce the time taken significantly while onboarding new employees or interns
- Collaborated with a team of **30+ members** from marketing, dev and support team to eliminate bugs and prioritize specific features

MaxedS　　　　　　　　　　**Sales & Marketing Analyst**　　　　　　　　　　*Jul 21 - Feb 22*
- Worked in a team of 40+ to database, ideate and execute emailing campaigns using **Apollo.io**, **Lusha** & LinkedIn **Sales Navigator**
- Examined various clients, identified their **products, problems, market segment, competitors** and performed value chain analysis
- Achieved **11% higher CTR** than the industry average with an increment of **8.51%** over **opening rate** of **32.7%** using **A/B testing**

PROJECTS

SEO Strategy for Auction Bazaar | Prof. A. Sahay | IIMA　　　　　　　　　　*May 22 - Jul 22*
- Worked under guidance of professor of **IIMA** on a site's SEO, increasing its **organic traffic by 37%**, with **2X increase in DA, PA**
- Collaborated with multiple stakeholders to ideate & design **wireframes and flow charts** and analyse data using **Google Analytics**

Dietary Diversity Among Children | Prof. S. Gaurav | SJM SoM　　　　　　　　　　*May 21 - Jul 21*
- Studied **5+** papers on **randomization, UI/UX** to conduct survey, pilot testing for nutritional behavior change using **GIS platform**
- Conducted **focused group discussions** with **5+ stakeholders** to analyze the problem and implement ideas and feedback received

Optigri : Bandhu Agritech | Startup project　　　　　　　　　　*Jul 21 - Ongoing*
- Built a **user-friendly interface** to assist identify the best crop composition based on market demand analysis for maximising profit
- Won a **grant from DSSE** for democratizing insights from demand and supply analysis for farmers & traders to gain market insight

POSITIONS OF RESPONSIBILITY

Business Head, Team AUV IIT Bombay	• **Led a team of 10+** member of Business subdivision & bagged **YRP award** from **IEEE** • Marketed the AUV in **RnD & Tech expos** and ideated strategies for getting sponsorship • Supervised **40+ students** for illustrations for RoboSub 20 & 21, ranked **2nd worldwide**	2021-22
Web Manager, AZeotropy IIT Bombay	• Designed CA portal for **registration** of **350+** Campus Ambassadors from **200+ colleges** • Created website with **HTML, CSS, JS & Django** and got **8-9% increase** in participation • Developed a portal for conducting **online quiz** for **2000 + participants** of Chemophilia	2021-22
Convener, Aeromodelling Club IIT Bombay	• Executed **15+ events** and competitions aimed to cater **10,000+** aeromodelling enthusiasts • Gained hands-on experience by completing **10 + courses and projects** round the tenure • Designed **25+ Posters, website** and managed **social platforms & logistics** for the club	2020-21

EXTRA-CURRICULAR ACTIVITIES

• Secured **3rd position** among **50+** participants in **glider making competition** conducted by Aeromodeling Club IITB	2020-21
• Managed mock project endeavour consisting of **15+ stages** using **WBS**, **PERT**, **Gantt chart** & other **PM techniques**	2020-21
• Worked in team of 4 to **simulate GAIL Vijaipur plant** with **98 % accuracy** to solve **rapid instability** of reflux drum	2021-22
• Secured **2nd position** in **Inter-IIT** Engineer's Conclave competition while representing Team **AUV** among 10+ teams	2020-21
• Completed **2 ATCs** by **2 MAH ENG** reg and received **A Grade** in **'B Certificate'** of **NCC** under Ministry of defence	2019-21
• Provided month long **academic training** to **5+** students & **mentorship** to batch of **30+ students** under NSS & NCC	2019-20

Tools and Courses

Courses & certifications	• Product management: roadmap & strategy, Marketing and Project Management, Six Sigma, Economics
Design & simulation	• Figma, Adobe's XD, Illustrator, Premiere Pro, Photoshop, After Effects, SolidWorks & DWSIM
Programming languages	• Basics of C++, Matlab, Python, HTML5, CSS, Bootstrap & Django
Management & Analytics	• Google Analytics & Data Studio, SQL, Mixpanel, Hotjar and Jira
Hobby & interests	• Keen interest in Trekking, listening to music, Reading books and building & flying RC planes