

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 grant of 2 lakhs from DSSE IITB for democratizing insights from demand, supply & revenue analysis for farmers & traders

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	
• Secured 2nd position in Inter-IIT Engineer's Conclave competition while representing Team AUV among 10+ teams	
• Completed 2 ATCs by 2 MAH ENG reg and received A Grade in 'B Certificate' of NCC under Ministry of defence	
• 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	