

# Sagar Ghai

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## EDUCATION

### IIM Indore

Master's in Business Administration

Mar 2020 | Strategy & Analytics

GPA: 3.18/4.33

### IIT Mandi

B.Tech Computer Science

May 2017 | AI & Programming

GPA: 7.83/10.0

### O.S.S.S

Class XIIth, Non-Medical

Mar 2013 | Delhi, India

Percentage: 94.4%/100

## LINKS

LinkedIn:// sagar-ghai

Personal:// sagarghai

Medium:// @sagarghai

Github:// sagarghai

Twitter:// @iamsagarghai

## COURSEWORK

### ACADEMIC

Business Models

Theory Of Constraints(TOC)

Advanced Decision Modelling

Managing HC in Projects

Logical Thinking Processes

Design Thinking

Sales and Distribution Marketing

Strategy Simulation

### ONLINE

Product Management by Udemey

Business Analytics by Udacity

Digital Marketing by Udemey

## SKILLS

### Management and Analytics

- Excel • SQL • Analytics
- Product Planning • A/B testing
- Design Thinking • Data Mining

- Product Management • Prototyping
- Wireframing • Product Marketing

- Digital Marketing • Data Science

## WORK EXPERIENCE

### Kuku FM | Growth Analytics

4 months

May 2020 – Present | Mumbai, India

- Improved MAU by 40% from **700K to 1M** using a strategic mix of growth channels
- Improving first day user experience by **15%** using listening time as a metric.

### Udacity | Data Science Mentor and Reviewer

12 months

June 2019 – Present | Remote, India

- Mentor students across **Data Scientist, Business Analytics and AI Nano** degrees
- Reviewed projects requiring **Python, SQL**, Exploratory Data analysis(EDA), Visualizations and **Machine Learning**

### DE Shaw and Company | Analytics intern – Investor Relations

2 months

Apr 2019 – May 2019 | Hyderabad, India

- Designed a solution for 1.4 million confidential investor interactions, using python, SQL & data visualization to generate insights, **~40%** improvement in analysis time
- Quantitative and qualitative analysis of **2-year strategic development goals**, 135 product requests **saving 2000 man hours**

### Nucleus Software Exports Ltd | Software Engineer – Frameworks

11 months

Jul 2017 – Jun 2018 | Noida, India

- Designed a new product development framework to facilitate scaling from **300 to 60000** users using micro-services, Flask and NoSQL databases.
- Improved the build time by **80%** and deployment time by **60%** from previous workflow for development
- Developed **dynamic forms** that let 3rd party developers build on Nucleus platform at runtime without re-setup using Java, MySQL and jsp Servlets.

## PROJECTS

### Dove Precision Marketing | HUL L.I.M.E, digital marketing case competition

Aug 2019 | IIM Indore, India

- Designed **customer segmentation** into cohorts and **digital engagement strategy**
- Created **marketing communication plan & brand message** for each cohort

### Rethinking Capital in Indian Agriculture | St. Gallen Symposium

Jan 2019 | IIM Indore, India

- Proposed an alternative **Capital** strategy for the Indian agriculture markets
- Established a root cause analysis and devised a policy strategy.

## Achievements

2019	Campus Runners up	WorldQuant Championship
2019	World top 7%	Marketplace - Strategy Simulation
2019	Campus Finalist	HUL Lime, Dove Digital Precision Marketing
2018	99.27 %ile	CAT entrance exam for MBA
2013	AIR 2908	IIT JEE Advanced
2013	Rank 4/170	Class XII <sup>th</sup> School Rank
2013	National Qualifier	Indian National Olympiad in Informatics

## Positions of Responsibility

Aug 2018 – Mar 2020 | IIM Indore, India

Member | Entrepreneurship Cell

Aug 2018 – Mar 2020 | IIM Indore, India

Senior Member | i5-Summit