

## Contact

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(LinkedIn)  
[www.anjaliroy.com](http://www.anjaliroy.com) (Portfolio)

## Top Skills

Financial Analysis  
Statistical Modeling  
Prescriptive Analytics

## Languages

Hindi (Native or Bilingual)  
English (Full Professional)  
Bengali (Native or Bilingual)  
German (Limited Working)

## Certifications

Understanding Financial Markets  
(Final Grade: 100%; Verified)  
Python for Financial Analysis and  
Algorithmic Training  
Product Manager Fellowship  
Data Science and Machine Learning  
Bootcamp with R  
Google Data Analytics Specialization

## Honors-Awards

National Talent Search Examination  
Times of India Inter School Quiz  
Central Bank of India Inter School  
Quiz

# Anjali Roy

UC San Diego | AI-Driven Product & Analytics | BITS Pilani  
San Diego Metropolitan Area

## Summary

I am a Master's student in Business Analytics at UC San Diego with hands-on experience building AI-driven products, analytics platforms, and decision-support systems across hospitality, loyalty, and consumer tech domains. My background spans product strategy, experimentation, and data analytics — from owning AI-powered product roadmaps and A/B testing initiatives to building dashboards, forecasting models, and analytics pipelines that support real business decisions. I have worked closely with cross-functional teams (engineering, design, marketing, and customer success) to translate ambiguous business problems into scalable product and analytics solutions. My interests lie at the intersection of AI, product management, and data — particularly in building data-informed products that drive growth, efficiency, and customer impact. Core skills: Product analytics, Experimentation & A/B testing, Agentic AI, AI-enabled product features, SQL & ETL, Python Analytics, Dashboards & Visualization, Customer & Growth analytics.

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## Experience

University of California, San Diego - Rady School of Management  
Graduate Teaching Assistant  
September 2025 - Present (6 months)  
San Diego, CA

Instructional assistant for the course MGT 151R: Business Analytics (Fall '25, Winter '26)

Zapcom Group Inc  
2 years

Business Analyst - I  
January 2025 - June 2025 (6 months)  
Bengaluru

- Acted as a de-facto Business Analyst, translating client and internal stakeholder requirements into analytical problem statements, KPIs, and feature specifications.
- Built a 0→1 AI-powered sales prospecting agent using Model Context Protocol (MCP) servers, scoring opportunities across 10+ signals (deal size, fit, engagement), improving high-quality lead identification by ~20%.
- Drove analytics and product discovery for an AI-driven hospitality review and sentiment platform serving hotel businesses, enabling data-backed pricing, reputation, and service decisions.
- Collaborated with design and engineering teams to build a travel analytics platform for a Middle East-based tourism organization, rapidly prototyping features using vibe coding to accelerate iteration cycles by ~30%.
- Translated ambiguous business requirements into structured problem statements, analytical frameworks, and PRD inputs for 6+ AI and analytics features, and built multi-functional dashboards using PostgreSQL and Tableau.

### Software Engineer - I

July 2023 - December 2024 (1 year 6 months)

Bengaluru

- Led a 12-member cross-functional team to enhance Abbott's Loyalty Program, driving UX improvements and retention-focused feature delivery.
- Managed client interactions and resolved 56+ production issues across frontend, backend, and integrations, ensuring platform stability and SLA adherence.
- Designed and developed frontend features using React, JavaScript, HTML, and CSS to improve user flows, promotions visibility, and cart experience.
- Built and maintained backend services using Node.js and REST APIs to support loyalty workflows, SKU-level tracking, and rewards redemption logic.
- Worked with SKU-level transaction and product data to analyze purchase patterns, bundle performance, and promotion effectiveness across regions.
- Deployed and integrated AWS-based microservices (including EC2, S3, and API-backed services) to support scalable loyalty operations and analytics pipelines.
- Owned analytics infrastructure for the MENAP region using Google Analytics and Looker Studio to track funnels, SKU performance, and customer KPIs.
- Delivered data-driven insights that increased customer retention by 37% and activation by 7%.
- Partnered with product managers and business stakeholders to translate loyalty and revenue goals into technical and analytics requirements.

- Used Capillary Technologies CRM to manage customer profiles, loyalty journeys, SKU-level transactions, and campaign configurations, enabling targeted promotions and data-driven retention strategies for Abbott's Loyalty Program.

Clients: Abbott, Capillary Technologies

NextLeap

Top Fellow

February 2025 - May 2025 (4 months)

Product Space

PM Fellow

January 2024 - April 2024 (4 months)

Bengaluru, Karnataka, India

Samsung Semiconductor

Student Trainee

July 2022 - December 2022 (6 months)

Bengaluru

- Data Analysis - Analyzed data from 1000+ Wi-Fi builds to report key metrics for connectivity improvement.
- Monitored the critical metrics of Wi-Fi nodes, builds and tests, resulting in a 15% decrease in network downtime, 25% decrease in build downtime and achieved proactive error management.
- Built a real-time performance dashboard using Grafana with Prometheus as data source. Used web scraping for metrics from HTTP endpoints, achieved 20% connectivity improvement and reduction in error resolution time from 2 to 1.5 hours.
- Used PostgreSQL to capture Wi-Fi data from Apache Traffic Server, created custom queries and filters to fetch visualizations in Grafana.
- Back-end Development - Utilized Python to build a Jenkins exporter for Prometheus from scratch, enabling the monitoring of Jenkins metrics and thus, achieving a seamless integration between Grafana, Prometheus and Jenkins.

SEDS Celestia

3 years

Core Member

May 2020 - August 2022 (2 years 4 months)

**Member**

September 2019 - May 2020 (9 months)

BITS Pilani- Goa Campus

**Project RT - BITS Goa**

**Project Engineer**

October 2019 - August 2022 (2 years 11 months)

Part of Computer Science division of Project Radio Telescope which involves developing GUI to aid students in tracking data required for research purposes.

**Power Grid Corporation of India Limited**

**Summer Intern**

May 2021 - July 2021 (3 months)

**Wall Street Club BITS Goa**

1 year 2 months

**Core Member**

May 2020 - October 2020 (6 months)

**Web Content Writer**

December 2019 - October 2020 (11 months)

BITS Pilani- Goa Campus

**Member**

September 2019 - May 2020 (9 months)

BITS Pilani- Goa Campus

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## **Education**

**University of California, San Diego - Rady School of Management**

Master of Science - MS, Business Analytics · (July 2025)

**Birla Institute of Technology and Science, Pilani**

B.E. (Hons), Electrical and Electronics Engineering · (August 2019 - December 2022)

**Delhi Public School- Bhilai**

English, Economics, Mathematics, Physics, Chemistry · (2005 - 2019)