SHALLY SUMAN MUNDA

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EDUCATION

B. TECH(MECH)	2021-25	Birla Institute of Technology, Mesra	7.93
CBSE (Class XII)	2020	St.Mary's English High School, Jamshedpur	74.6%
CBSE (Class X)	2018	St.Mary's English High School, Jamshedpur	77.4%

WORK EXPERIENCE

Business Operations , **Porter - Bangalore**   Jan'25- July'25
Porter: India's Largest Marketplace for Intracity Logistics founded by Uttam Digga & Pranav Goel - IIT Kgp graduates

Customer Journey Optimization Using Behavioral Insights
- Conducted **350+** structured user interviews and collaborated with analytics teams to extract and analyze interaction data from internal sources (~1,00,000+ call records).
- Identified major drop-off points in the 14ft vehicle rebooking flow using descriptive statistics and hypothesis testing.
- Designed and executed **geo-targeted A/B testing** to evaluate UI changes in vehicle selection, resulting in a **25% increase in conversion** and **fulfillment rate improvement from 56% to 75%**.
- Translated behavioral insights into actionable **retention levers**, and collaborated with **Product, Analytics**, and **Ops teams** to implement UI and process enhancements.

Process Optimization - Partner App Experience Evaluation (14ft Segment)
- Collected and validated qualitative data through structured in-person interviews with 14ft truck partners across **Bangalore, Delhi,** and **Mumbai** to assess gaps in app usability and partner workflows.
- Identified key behavioral trends - **91%** unaware of essential app features and **80%** misaligned with order flow logic, directly impacting service efficiency and trip success.
- Delivered structured insights that **led to a revised SOP** for partner onboarding and support protocols.
  Findings informed **cross-functional teams (Ops & Support)** to realign customer care workflows based on updated SOPs.
- Contributed to the planning of targeted partner communication strategies to improve awareness, engagement, and satisfaction across regions.

Demand Pattern & Rejection Analysis for Supply Efficiency
- Conducted structured field interviews and segmented key transporter personas to assess demand qualification, acceptance, and rejection behavior.
- Identified **5–20% rejection rates**, primarily due to **unsafe goods** and **lack of documentation**, and analyzed fulfillment trends across personas using comparative methods.
- Discovered ~**95% fulfillment success** for Transporter + Owner + VAS persona due to enhanced service control, flexible pricing, and handling capabilities.
- Recommended improvements in **demand shaping**, **trip scheduling**, and **payment flexibility** to optimize supply-side operations and improve overall **booking success rate**.

SKILLS

SQL , MS Excel , Power BI

PERSONAL PROJECTS

- Electric Vehicle Industry Insights for Product Growth Strategy: **SQL** - Conducted **market segmentation** of India's EV market using a dataset to identify **high-growth** vehicle categories, guiding strategic product focus.
- **Churn** Analysis on Bank Customer Data - Built an interactive **MS Power BI dashboard** to **quantify customer churn** for a bank using its customer data.

POSITIONS OF RESPONSIBILITY

Marketing Director,180 Degrees Consulting BIT Mesra (100+ Team Members)   April'24 – April'25
180 Degrees Consulting is the **world's largest** consultancy for **startups, NGOs.**
- **Empowered** a team to amplify 180DC BIT Mesra's **social media presence** by **1.5x**, achieving a **30%+ engagement rate.**
- Led the cohort through **4 strategic projects**, ensuring successful completion and delivery.

ACHIEVEMENTS

- Attained GP Birla scholarship amounting to a **100% tuition fee** in the session 2022.
- Ranked among the **top 10** out of **500+ participants** in the Winter Consulting 2023 event organized by **IIT Guwahati .**