

Ritik Rai

Product Analyst | IIT Alumnus

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EDUCATION

I.I.T ROPAR

B.TECH

MECHANICAL ENGINEERING

2015 - 2019

SKILLS

- Tableau
- Origin • SQL • Python
- Data Analytics
- Project Management
- Business Development
- Team Worker
- Market Research & Strategy

EXPERIENCE

PRODUCT ANALYST | CL Educate Ltd.

June 2019 - Present

- Lead the team of three executives and launched three new products, which resulted in 61% revenue gain.
- Created College, Rank Predictor feature that resulted in 46% increase in lead generation.
- Lead third party integration that increased the sales by 52%.
- Worked with marketing & sales team to upsell the product in the market.
- Created Product Marketing Materials & Initiated Ad campaigns.
- Won Product Hackathon-2, that resulted in the launch of same product.

STARTUP

highfives.in

- Co-founded an online platform that enables placement cell & students in achieving job opportunities.
- Lead business development team and Created business model and product growth strategy.
- Did user research and interviews, gathered product requirements that resulted to product roadmap formation.
- Designed wireframes, mockups and developed MVP.
- Incorporated user feedback received through email campaigns.

PROJECTS

TITANIC SURVIVAL PREDICTION USING MS-EXCEL PIVOT TABLES

May 2020

- Analyzing data using Pivot Tables considering all the factors i.e. age, sex.
- Applying the analyzed model on testing data and compared the results.

VISUALIZING CITIBIKE TRIPS WITH TABLEAU

May 2020

- Analyzed most popular start and end stations with different filters.
- Created a dashboard and analyzed on how the demand of bikes be fulfilled.

INTERNSHIPS

DROP WEIGHT IMPACT ON FIBRE REINFORCED COMPOSITES

May 2018 – July 2018 | IIT-Guwahati

- ABAQUS simulations of different damage criteria applied on the model.

THE EFFECTS OF CURVATURE ON THE CAI STRENGTH OF POLYMER MATRIX COMPOSITE CURVED PLATES

May 2017–July 2017 | IIT-Hyderabad

- Compression after Impact (CAI) setup & Fixtures designed for testing.

ACHIEVEMENTS & POSITIONS

- JEE Advanced: Percentile- 99.73%.
- SME Rep. – A society responsible for organizing college events.
- MENTOR at ISMP (Institute Student Mentorship Program).
- Class representative of 2015 Mechanical Batch.
- Founder of Dance Club (Bhangra Team) and Photography club.
- Head of Event Management Team, 'Zeitgeist' (Annual Fest).
- Cricket team captain in Inter IIT Sports Meet for 2 yrs.

