

ANIKET AGARWAL

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Product Analyst with PM Ownership | 1.5+ Years in Product Management | IIT Kharagpur

Education

Indian Institute of Technology Kharagpur Dual Degree in Applied Geology **CGPA- 8.13** **2019 – 2024**

Work Experience

HCL Healthcare | Noida | Product Analyst (Product Management) **Oct'24 – Present**

- Drove end-to-end product lifecycle for healthcare super-app serving **1M+ users**; defined product roadmap, wrote PRDs, and prioritized engagement features through cross-functional collaboration with VP-Product and stakeholders
- Diagnosed app performance as critical adoption blocker (**15s launch time vs. 2s benchmark**); led cross-functional initiative with tech team; delivered **<2s launch time** and reduced bundle size from **25MB to 6MB** in **8 weeks**
- Conducted cohort analysis; evaluated **3** retention strategies (content, incentives, gamification); led **0-to-1** Steps Premier League launch, prioritizing competitive mechanics → **+122%** session time (**North Star Metric: 3.5 → 7.8 mins**)
- Built **0-to-1** AI-powered Health Reports; designed product requirements, UX flow, & personalization logic; created cross-sell hooks driving **15% incremental revenue** and serving as key USP in closing **5+ enterprise clients**
- Shipped engagement suite (Challenges, Streaks, Live Events, Trackers) based on user research, competitive analysis; prioritized using **MoSCoW framework** to address Week-2 retention drop-off → **+20% DAU** within **12 weeks**

Circle Health | Bangalore | Product Intern **Jul'24 – Sep'24**

- Owned product discovery for user claims journey; identified drop-offs through user journey mapping; redesigned end-to-end claims flow and wrote user stories for Tech.; **reduced user drop-offs**, improved **CSAT scores by 50%**
- Built real-time dashboard tracking **50K+ user journeys** → informed sprint prioritization with data-driven decisions
- Strengthened client pitches and boosted renewals by **15%** through YOY claims data analysis for **20+** enterprise clients

Droom | Gurugram | Product Management Intern **May'23 – Jul'23**

- Revamped QuickSell listing with fraud detection via A/B testing; grew legitimate listing, eliminated **85%** fake inventory
- Transformed OBV page & report based on user research & competitor analysis; drove **16% growth** in report purchases
- Achieved **34%** faster issue resolution by engineering comprehensive framework for an efficient ticketing system for **DCS**

Infynite Club | Bangalore | Product Intern **Feb'23 – Apr'23**

- Identified **5-step KYC** as signup blocker via funnel analysis; proposed deferred-verification flow, aligned with CEO → **+100%** signup completion
- Implemented nudge system (push + in-app) to drive post-signup KYC completion; shipped with engineering in **3 weeks**

Yourstory Media | Bangalore | Product Management Intern **Jun'22 – Sep'22**

- Owned discovery for new vertical; surveyed **5,000+ users**, synthesized go/no-go recommendation shaping strategy
- Launched 'See, Read and Listen' feature after evaluating **5+** third-party audio platforms for YS Hindi podcasts
- Boosted **15%** user engagement, added **5+** features, conducted user research, competitor analysis revamping article page

Technical Skills

Product: Product Strategy, Roadmap Planning, PRD Writing, Product Discovery, 0-to-1 Launches, User Stories, Agile/Scrum, Stakeholder Management, User Research, A/B Testing, Metrics/OKRs, JIRA, Figma, Confluence, Notion

Analytics: SQL, Python, Mixpanel, Amplitude, Google Analytics, Tableau, Clever Tap, Data-driven Decision Making

AI/Applied Intelligence: LLM API Integration, Prompt Engineering, AI-driven Personalization, Rapid Prototyping

Competition

Product Design | Gold | Open IIT | Technology Students Gymkhana | IIT Kharagpur **May'21– Jun'21**

- Designed cold-chain vaccine container with active temperature control, saving **16%** energy; **140%** longer transport life

Case Study | Bronze | Open IIT | Technology Students Gymkhana | IIT Kharagpur **Mar'21– Apr'21**

- Coordinated an **18-member** team for institute reopening; delivered a **46-page** report across **24+** operational decisions

Positions of Responsibility | Leadership

Departmental Representative | Career Development Centre | IIT Kharagpur **Oct'21 – Apr'22**

- Collaborated with **34** colleagues, placed **1750+** students; achieved **1000+** offers in three days with **71% YoY** growth

General Secretary: Social and Cultural | Rajendra Prasad Hall | IIT Kharagpur **Aug'21 – Jul'22**

- Directed **12+** captains, **400+** participants, securing overall **Gold** in **GC 2022**; increasing participation by **60%**.