ADITYA RAJORIA

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EDUCATION

Indian Institute of Technology, Roorkee (B.Tech) 2018 – 2022

EXPERIENCE

Product Analyst-Manager Dec 2024 – Jan 2025
Zomato, India

- Built an end-to-end Brands onboarding flow, onboarded **2,000+ stores** for shopping and **restaurants** for dining.
- Developed a movie analytics dashboard tracking **10+ key metrics**, optimizing booking, payment success rates.
- **Achieved 38% user migration** from **Paytm Insider** to the Zomato **District App** through seamless integration, optimized user flow, and strategic coupons-based incentives, enhancing user **retention and engagement by 20%**.
- Designed dashboards to monitor chat support performance, improving **CSAT and NPS by 45%**.

Founding Engineer (Product Lead) Feb 2023 – Dec 2024
Sangti, India

- **Drove 40% business growth** by onboarding major clients like **Mahindra, Delhivery, DTDC, Flipkart**, etc
- Reduced **GCP cost by 28%** by writing backend logic for emission calculation using SQL.
- Increased **revenue** to **1 crore** in **18 months** by leveraging innovative climate tech solutions, diversifying transport **freight segments**. Introduced new growth parameters to drive better client outcomes and operational efficiency.
- Improved **data processing efficiency** up to **80%** by developing an OCR model, reducing time and manpower.
- Developed a comprehensive **ESG reporting dashboard**, consolidating over **500 data points** on water, air and carbon emissions, reducing manual work by **40%**.
- Leveraged **generative AI in Gemini** to develop industry-specific chatbots, increasing sustainability compliance by **25%** and boosting operational **efficiency by 30%**.
- Delivered **real-time** emission calculator and reduced manual workload through **API integrations** for clients.

MWD/LWD Engineer Aug 2022 – Jan 2023
Schlumberger, India

- Reduced daily waste by implementing new sustainable alternatives, **cutting 30 metric tons of CO emissions**.
- Managed client relationships and provided **technical support** to ensure successful completion of **drilling projects**.
- **Data analysis and interpretation** conducted to identify **risks**, optimize well placement productivity.

Product Manager Jun 2021 – jun 2022
BreakThrough Tutorial, India

- Drove strategic initiatives to optimize student acquisition, leading to a **15% increase** in enrollment.
- Boosted student **retention by 35%** by identifying market trends and student needs for continuous improvement.
- Streamlined onboarding processes, ensuring seamless integration for students across different languages and educational boards, resulting in a **30% reduction in onboarding time**.

AWARDS

- Received 1st position in HSE training among 100+ trainees at Schlumberger (2022).
- Ranked in the top 1% in Technical Communication, Computer Programming, Engineering Analysis, and Design subjects among 1,100 students at IITR; received a 'Letter of Appreciation' from the Dean's Office for the same.
- Won Bronze Medal in Inter IIT Product Case Study; proposed an automated payment solution for a startup (2021).
- Selected for a research internship at AIM-HI (NCCU) for digital smell technology (2020).
- Won Gold Medal in the Basketball State Tournament at Rajasthan (2014, 2015, 2016, 2017) and Uttrakhand (2019)

CERTIFICATIONS & TECHNICAL SKILLS

- **Certifications:** Completed NextLeap Product Management Fellowship.
- **Technical Skills:** Proficient in SQL, MS Excel, MS PowerPoint, Microsoft Office Suite, Agile, Redash, BigQuery, Google Cloud, Scrum, Qualtrics, and Jira.