

Archit Raj

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SUMMARY

Product Analyst with full-stack engineering roots, blending data, design, and experimentation to drive measurable business growth. Delivered 22% churn reduction and 18% conversion uplift using analytics, A/B testing, and retention strategies. Skilled in SQL, Python, and product frameworks (RICE, AARRR, JTBD). Proven at translating insights into monetisation and market wins.

WORK EXPERIENCE

Product Analyst Intern Apr 2025 – Present
Startup Party — Bangalore, India

- Generated **Rs.500K+ partnership pipeline** by identifying 50+ B2B partners through competitive analysis of payment gateways and enterprise software sectors
- Increased engagement 25%** by redesigning startup onboarding flows using customer journey mapping and monetisation strategy
- Built verified database of 110+ executive profiles across 11 companies to enable strategic GTM initiatives
- Applied RICE prioritisation and funnel optimisation to validate market opportunities

Programmer Analyst Feb 2023 – Aug 2023
Cognizant — Bangalore, India

- Accelerated project delivery 20%** by orchestrating full-stack development of passport/visa management system (10K+ users)
- Reduced infrastructure costs 40%** through optimized UI development and cross-functional collaboration
- Improved system performance 15%** by implementing Node.js authentication and database operations
- Built analytics dashboard providing trend insights that reduced manual reporting time

PROJECTS

E-commerce Checkout Funnel Optimization Product Analyst

- Conducted SQL-based funnel analysis identifying friction points causing 35% cart abandonment
- Led UX redesign implementing 1-click checkout and multi-payment gateway integration
- Achieved 18% conversion uplift and 27% drop-off reduction through A/B testing
- Leveraged Hook Model and Pirate Metrics (AARRR) to optimise the user journey

Retail Sales Analytics - E-commerce Product Analyst

- Developed ML model (Python,scikit-learn) analysing user sessions to identify churn signals
- Designed intervention workflows with personalised offers and feature nudges (email + in-app)
- Collaborated cross-functionally to deploy and A/B test retention strategies
- Achieved 22% churn reduction over 3 months using RICE scoring and cohort analysis

TasteTrail - Full Stack Food Delivery Web App Full-Stack Developer

- Developed and customised full-stack application with React (Vite) frontend, Node.js + Express backend, and MongoDB Atlas database
- Implemented secure JWT-based authentication and Stripe API integration for test payments
- Designed modular backend API architecture with protected routes following RESTful principles and MVC pattern
- Deployed frontend to Netlify and backend to Render with real-time customer/admin functionality

TECHNICAL SKILLS

Programming: Python, SQL, JavaScript, Statistical Analysis, Git, APIs
Analytics: Tableau, Power BI, A/B Testing, Cohort Analysis, Funnel Optimisation, Churn Rate Modelling
PM Tools: Jira, Figma, Miro, Notion, Lucidchart, PRD Development, GTM Strategy
Frameworks: Django, Flask, Node.js, React
Methods: Agile/Scrum, RICE, MoSCoW, Kano Model, Stakeholder Management, JTBD Analysis

EDUCATION

Acharya Institute of Technology Aug 2019 – May 2023
B.Tech in Electronics & Communication Engineering

CERTIFICATIONS

IIT Patna: PRODUCT MANAGEMENT AND AGENTIC AI CERTIFICATION (Expected Aug 2025)
Product Analyst Certification Program With Prompt Engineering
Google Gen AI Exchange Program (Expected Aug 2025)
Publication:
Cognitiveness of 5G Technology towards Sustainable Development of Smart Cities (Wiley Publication)