

ANUSHKA SINGH

Noida | +91 9140287293 | [LinkedIn](#) | [Gmail](#) | [Portfolio](#)

Education

- **PM (Product Management) Fellow** | Unlearn Product | Sep 2024- Dec 2024
- **PGDM Ops Management** | Great Lakes Institute of Management, Gurgaon | 2022- 2024
- **B. Tech. Food Technology** | Amity University, Noida | 2017- 2021

Experience

Product Analyst – Shiprocket

Dec 2024 – *Present* | Gurgaon, Haryana

- **AI Initiatives:** Scaled **Co-pilot chatbot CTR 2.5x** via LLM tuning, digital and content marketing, testing, and knowledge base optimisation.
- **Growth:** Led SMB-focused features on Engage360, generating **₹15L+ revenue** through data-driven prioritisation and retention-focused enhancements to **suggest product and GTM roadmaps**.
- **Research & Strategy:** Identified **user pain points and shaped roadmap** with survey, usage insights, and sprint planning inputs.
- **Ops & Execution:** Resolved **₹30L in billing issues**; improved **ops efficiency 25% via internal AI tools**.

Business Analyst – FarMart

May 2024 – Oct 2024 | Gurgaon, Haryana

- **AI Initiatives:** Piloted **LLM-driven text analysis and automation** to improve internal research and reporting.
- **Strategy & Insights:** Supported **\$250M+ initiatives** with innovative marketing initiatives, market analysis, and forecasting.
- **Product Optimisation:** Led **A/B tests, UAT and root cause analyses** to drive data-backed product improvements.
- **Roadmap Influence:** Delivered insights that shaped feature prioritisation and go-to-market plans.

Business & Market Insights Analyst – BIS Research

Oct 2021 – Mar 2024 | Noida, U.P.

- **Stakeholder Research:** Engaged **300+ stakeholders to shape strategies** for clients like Syngenta, Nestlé, and McCain across agri-tech, food-tech, and logistics domains.
- **Product Enablement:** Created **PRDs, dashboards, and reports** to translate user insights into actionable features.
- **Revenue Impact:** Contributed **\$6,500 via primary research and lead generation** efforts.
- **Market Intelligence:** Analysed **agri/food-tech trends across 200+ regions** to inform **product and GTM roadmaps**.

Skills and Tools

- **Data Analysis:** Advanced Excel, Google Analytics, Tableau, Mixpanel.
- **Design:** Figma, Sketch, Miro, Balsamiq, Mockflow, Visily AI.
- **Other:** JIRA, Digital Marketing, Agile Methodology, Stakeholder Engagement, Market Research, Requirement Gathering, Documentation, Product Sense, Strategy.

Other Experience & Skills

- **Product Management Competitions – The Product Folks, Hello PM, Product Space, PM School (2023–Present)**- Customer Acquisition & Retention, Product Sense, Design Thinking, Product Development, Business Analysis, MVP Ideation and Creation, User Research & Retention, Epic and User Story creation, UI/UX- Improvement, Wire-framing, PRD Creation, Metrics thinking & Iterative testing.
- **University Events & Volunteering (2017–2021, 2022–2024)**- Public Speaking, Leadership & Team Collaboration, Event Management, Critical Thinking, Problem Solving, Research, Content Creation.