Snehanjali Banoth

Indian Institute of Technology Kanpur (IITK) Graduate

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Summary

IIT Kanpur B.Tech graduate with hands-on experience in **Product Management, Business Analytics, user research, product strategy, and data-driven decision-making**. Experienced in translating customer and business problems into PRDs, product recommendations, dashboards, and actionable insights. Skilled in **SQL, Python, Pandas, Power BI, A/B Testing, Funnel Analysis, KPI tracking, and cross-functional execution**.

Education

Bachelors in Technology, *Indian Institute of Technology Kanpur* 10/2022 – 06/2026
Kanpur

TSBIE (Class XII), *Narayana Junior College, Hyderabad* 03/2021 – 06/2021
Hyderabad

CBSE (Class X), *Vidyanjali High School, Hyderabad* 07/2019 – 03/2019
Hyderabad

Skills

Product: Product Strategy, Writing PRDs, User Research, Roadmapping, GTM Strategy, A/B Testing, Funnel Analysis, KPI Tracking
Analytics: SQL, Python, Pandas, NumPy, Power BI, Exploratory Data Analysis
Languages & Tool:C/C++, JavaScript, HTML, CSS, MATLAB, React.js, Node.js
AI & GenAI: : LLMs, LangChain, LangGraph, RAG, Streamlit, Hugging Face Transformers, OpenAI

Professional Experience

Product Management Intern, *Ixiono Pvt. Ltd* 05/2025 – 08/2025
- Benchmarked **5+B2B SaaS platforms**, identified **3 UX gaps**, and drove a **12% improvement** in the targeted product metric
- Led stakeholder interviews, translating insights into UX recommendations, aligning product priorities across **10+ stakeholders**
- Authored product specs bridging technical and business teams, reducing scope ambiguity and improving sprint-planning clarity
- Redesigned PRD templates and engineering/design/ops handoff checklists, reducing sprint kick-off time by **30%**

Data Analyst Summer Intern, *Ixicities Pvt. Ltd* 04/2025 – 07/2025
- Analyzed **10,000+ records** to identify waste-collection inefficiencies, improving operational efficiency by **19%**
- Built **3 Power BI dashboards** tracking **15+ KPIs** including pickup rate, route efficiency, and cost per ton to improve visibility
- Identified pickup bottlenecks through **SQL, Python, and EDA**, reducing missed pickups from **7.2% to 4.8%** within **8 weeks**
- Applied data-driven route optimisation and operational insights to deliver a **19% improvement in waste-collection efficiency**
- Presented **actionable business insights** to stakeholders for operational improvements

Projects

Zomato Personalized AI ChatBot | IITK Product Club x AcceleratorX 09/2025 - 11/2025
- Resolved choice overload on Zomato's platform by leading user research and persona creation, resulting in enhanced food discovery.
- Authored the PRD and coordinated **2 engineers + 1 designer** to ship a beta product to **200 test users**
- Achieved a **65% task completion rate** among beta users, validating the core food-discovery experience
- Designed AI agent workflows across **3 use cases**: recommendations, order tracking, and support using LangChain and APIs

AI Powered B2B Commerce Platform | VIKMO 10/2025 - 12/2025
- Led **0-1** product strategy, defining PRDs, MVP roadmap, and KPIs across **6+ core workflows**
- Optimized conversion funnels using SQL & A/B testing, tracking **10+ KPIs** to identify drop-offs and drive PLG, retention & growth
- Shipped an AI sales agent & Tally integration, driving **Agile** execution across **4+ integrations** to automate **24×7** B2B ordering
- Drove GTM & pricing strategy through competitive analysis and user insights, enabling data driven prioritisation and faster customer onboarding

Position of Responsibility

Head Marketing, Udghosh'25 | IIT Kanpur 07/2025
- Served on the core team organizing one of **Asia's largest sports Fest**, managing operations with an budget of **INR 10M**.
- Strategically led a **4-tier team of 50+** members to drive innovative marketing campaigns and **expand the festival's reach**.
- Spearheaded **strategic marketing decisions** for campaigns, promotions, professional shows, managing a **budget of INR 8M**
- Planned and executed integrated online and offline promotions featuring **25+ renowned artists**, engaging **50,000+ viewers**.
- Achieved growth metrics, including a **200% YoY** increase in overall participation and a **160% YoY** surge in online sponsors.
- Oversaw partnerships and stakeholder relations to ensure **smooth and efficient execution** of all marketing activities.

Achievements

- Won the prestigious **Overall Winner Trophy** consecutive years at Inferno'23 and Inferno'24 inter-hall tournaments.
- Participated and won **Gold medals** in volleyball, squash, and badminton at **Freshers Inferno'22,** securing the team's victory.
- As **Pool captain**, led a team of **60+** girls in the Inferno'23 & '24 sports tournaments, earning the **overall winner trophy**