J Sai Charan
Metallurgical Engineering and Materials Science
Indian Institute of Technology Bombay

23B2518
B.Tech.
in LinkedIn
+91-7358179779
jcharan.iitb@gmail.com

Examination	University	Institute	Year	CPI / % Credits
Graduation	IIT Bombay	IIT Bombay	2027	7.12 **Core:** 159 **| Total:** 198

PROFESSIONAL EXPERIENCE

NxtWave
Product & Strategy
[Jul '26 - Aug '26]

*Awarded a **Letter of Recommendation** for excellent contribution to strategy, business analytics and growth*

Product	• Advanced job readiness for **21K+** students by shipping a full-lifecycle **AI Resume Builder MVP** • Validated "Referral System" by designing & leading a pilot with **20+** employees across **10+** MNCs • Identified gaps by benchmarking **7+** competitors across feature breadth, UX, and user journeys
Strategy	• Prioritised **5+** growth initiatives by diagnosing growth gaps in DAU/WAU, cohort & funnel analysis • Digitised GrowthOps through **AI-driven** content workflows across **3+** communication channels • Automated **100%** of daily analysis, reporting & Teams delivery through a **Hex** analytics pipeline
Impact	• Delivered **10% WoW DAU** growth via data-led experiments, campaigns & product enhancements

Energy Alternatives India
Strategy Consultant
[May '26 - Jun '26]

*Awarded a **Letter of Recommendation** by Director for delivering high-impact market intelligence & recommendations*

- Formulated HMEL's **100–350 kW** inverter entry into a **$495M** market, targeting a **$75M** serviceable opportunity
- Identified **~$825M** solar encapsulant opportunity by sizing **100%** imported resin at **85%** of manufacturing cost
- Substantiated **Jain ISL's** biochar strategy via surplus analysis across **78 taluks** & **29** FPCs/**16,000+** farmers
- Identified emerging **climate-tech** niches for a **$2.6M** fund across thermal management, battery storage & TIMs

ENTREPRENEURIAL EXPERIENCE

JEE Achievers
Co-Founder
[Apr '24 - Aug '24]

*Built & scaled an **EdTech** mentorship platform for personalised academic guidance and student engagement*

- Mentored **100+** students through structured preparation plans & personalised guidance workflows
- Designed & managed a WordPress platform, driving **5.5K+** views through targeted digital marketing

POSITIONS OF RESPONSIBILITY

Institute Badminton Secretary
Institute Sports Council
[Apr '25 - Mar '26]

*Elected student representative of IITB Badminton in a council of **22**|Community: **14K+**|Budget: **INR 0.5M+***

Leadership	• Led Aavhan national-level tournament with **5K+** participants and **INR 400K+** prize pool • Drove **30% surge** in participation by leading an **INR 1.5M** sports infrastructure overhaul
Management	• Organised a **40-day** intensive camp for **40+** selected athletes to maximise performance • Spearheaded events team to ideate & execute **50+** diverse sports events across campus
Team Building	• Drove **20%** higher retention & match readiness via **10+** initiatives & **3+** external tournaments • Appointed **2 conveners** from **60+** candidates via structured interviews & SOP evaluations

Warden Nominee
Hostel 18
[May '26 - Present]

*Spearheading a **3-tier** council of **35+** members, directing all key operations and wellbeing for **1,100+** residents*

- Deployed **INR 3.5M+** across **6** verticals via structured budget allocations for maintenance & amenities
- Coordinated **25+** events & **40+** competitions; represented hostel interests across institute committees
- Drove **40%** reduction in food wastage using **"Guilt Meter"** nudge system to optimise mess operations

KEY PROJECTS

Sahi Daam - Meesho DICE 3.0
[Sep '26 - Oct '26]

*Secured **National Semi-finalist** spot in the **Top 32** of **2,000+** teams across IITs | Meesho Business Track*

- Unlocked **₹4,600/100** orders per SKU via a **6**-factor model pricing in **30%** returns & RTO for sellers
- Raised daily earnings **31%** in simulation via a **5**-stage repricing engine in a **multilingual** prototype

Meesho - AI Seller Studio
[May '26]

*Secured **2nd position** from a pool of **75+ prototype** submissions | AI Product Challenge by Doremon Den*

- Addressed **Tier 2/3** seller trust gaps with a **5**-module **GenAI** platform generating **10+** assets in **<60** sec
- Modelled business impact: **30% CTR** uplift, **20%** conversion gain, **>90%** effort savings & **8%** GMV growth

TuteDude
Product Case Study
[May '26]

*Redesigned product user journey architecture targeting **186%** sales uplift through conversion optimisation*

- Diagnosed **3** root causes & redesigned **4-step** personalised flow, targeting **2.9×** growth in daily upgrades
- Leveraged behavioural psychology to drive upgrade intent; designed **3 A/B** tests with **20%** phased rollout

Sales Optimisation
[Jun '26]

*Analysed **3.4M+** grocery orders to find purchase patterns that guide inventory optimisation & GTM plans*

- Modelled **20%** higher cart additions & **10%** sales uplift via Apriori-led bundling across **4** campaigns
- Projected **13%** higher retention by redesigning promotions & homepage placement for **5** top SKUs

SKILLS & EXTRACURRICULAR ACTIVITIES

Sports

- **Captain**|Represented IITB across **3×** Inter-IIT Sports Meets, contributing **6 pts** to **Overall Championship '24**

Achievement	Sport	Competition
Silver Medallist	Badminton	Inter IIT Sports Meet 2024
Bronze Medallist	Badminton	Spardha (IIT BHU) & Udghosh (IIT Kanpur) Sports Festival
Gold Medallist	Badminton, Hockey, Lawn Tennis	Inter-Hostel General Championship

Certifications

- Certified **McKinsey Forward Program** Graduate
- NCC '**A**'|Best Cadet among **400+**|RDC IGC Camp

Technical

- Python, LaTeX, SQL, Microsoft 365, Google Analytics
- **Tools**: Miro, Figma, Replit, n8n, Make, Hex, Notion

Miscellaneous

- Spearheaded **Red Bull × Lakshya Sen** event at IIT Bombay & played against the Indian international champion
- Led **2** community drives: Cyclothon & Marine Run, engaging **600+** participants through **Fit India** initiative
- **Interests and Hobbies :** Films | Old Kollywood Songs | Podcasts | Salsa, Dance | Running | Fitness