

# Aastha Singh

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## EXPERIENCE

**Boston Consulting Group (BCG)** | Product Analyst Intern  
Sept 2024 - Present | Gurugram, India

- Developed and managed the **DataHub**, overseeing **Gen AI product metrics** dashboards that enhanced the **productivity** of **5,000+** users.
- Partnered with cross-functional teams** to develop DataHub and defined **use cases** for **10+ user cohorts**, tracking key **metrics and data sources** to drive a **12%** increase in **Gen AI enablement and its adoption** across organization.
- Acted as a **product owner** and **created a Chatbot** for retrieving data from DataHub, enabling **data-driven decisions**.

**Mitacs Globalink Research Internship, Université du Québec à Montréal** | Research Analyst

June 2023 - Aug 2023 | Montreal, Canada

- Led** a comprehensive **research project** on 'Identifying Sources of Aerosol Pollution PM2.5 and PM10 in Bogotá'.
- Analyzed of **2000+ real-time air samples**, **created visual dashboards** using **MS Excel and SQL**, and **generated deep actionable insights** using **data interpretation** and research.
- Collaborated with **international engineering teams and scientists**, **presented findings** that influenced environmental policy development of Bogota, Colombia.

**Real Talk** | Product Management Intern

Jan 2022 - June 2022 | Delhi, India

- Conducted **market research, user interviews, and surveys**, defining user flows that informed a **user-centric design and product roadmap** and **increased engagement by 15%**.
- Leveraged A/B testing data from **Google Analytics** and **WebEngage** to monitor key product metrics and prioritized product requirements, driving data-informed decisions which increased in **monthly active users (MAU)** by **12%**.
- Employed **Agile methodologies** and closely collaborated with cross-functional teams to align stakeholders on **product vision**, reducing the **product delivery cycle time by 20%**.

## PROJECTS

### Google Calendar Monetization Feature

- Conducted market research to understand gaps, **analyzed user personas, user needs and pain points and success metrics**.
- Implemented **RICE framework** for prioritizing features and created **wireframes (Figma)** along with **go-to-market strategy**.

### Duolingo Super Conversion Rate Enhancement

- Designed wireframes using Figma and feature development** like customized streaks and peer practice features to boost Super Duolingo's conversion rates.
- Assessed **Impact-Effort** matrices for **prioritization** features, drafting **go-to-market strategies** and **tradeoffs**.

## EDUCATION

**Delhi Technological University**  
**(formerly DCE)**

Bachelor Of Technology (B.Tech.)

Major: Environmental Engineering

Minor: Computer Science Engineering

Graduated in 2024 | Delhi, India

CGPA: 8.37/ 10.00

## SKILLS

**Tools:** Jira, Miro, Google Suite, Microsoft Suite, WebEngage, MySQL, Figma

**Data Analysis and Visualization:** MS Excel, SQL, Tableau, Google Analytics

**Soft Skills:** Problem-solving, excellent written and verbal communication skills

## CERTIFICATIONS

- [Google Project Management Professional \(PMP\) Certification](#)
- [Exponent Product Management Certification Course](#)

## ACHIEVEMENTS

- Mitacs Globalink Research Internship Scholar'23** and awarded CAD 9,000.
- Recipient the **Council for Women in Energy and Environmental Leadership Scholarship (CWEEL)** for \$1,000 in recognition of **academic excellence and leadership**.
- Coauthored and published **two** research papers in **Scopus-indexed international journals**
- Won **two silver medals** in Kabaddi (Indian Team Sport) at the **Arena Sports Tournament**

## LEADERSHIP AND VOLUNTEERING

- Corporate Head, Kalakriti - Creative Arts Society of DTU
- Placement Coordinator, Department of Training and Placement, DTU
- Design Head, International Organization of Software Developers (IOSD), DTU