

Aanya Kapoor

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WORK EXPERIENCE

Senior Product Analyst, Payments BU

Jan 2024 — Present

Razorpay Software Pvt. Ltd.

Bangalore, India

- **Revenue Strategy:** Owned the analytics workstream for Razorpay's new subscriptions product, identifying the optimal pricing tier and forecasting **₹18Cr** in incremental ARR for the launch cohort of 850 SMB merchants.
- **Conversion Optimisation:** Designed and ran 14 A/B experiments on the SMB checkout flow, lifting paid conversion by **6.4%** and adding an estimated **₹4.2Cr** in monthly GMV.
- **Cross-functional Influence:** Partnered with 3 engineering pods and 2 design teams to ship a unified merchant-onboarding analytics layer, cutting time-to-launch for new product experiments from 9 weeks to **11 days**.
- **Mentorship:** Onboarded and trained 5 junior analysts joining the Payments BU; **4 of 5** received "Exceeds Expectations" in their first review cycle.

Product Analyst, Payments BU

Jul 2021 — Dec 2023

Razorpay Software Pvt. Ltd.

Bangalore, India

- **Funnel Analytics:** Built the canonical merchant-acquisition funnel dashboard now used by 22 PMs across the company, replacing 3 fragmented Tableau views and saving an estimated **6 hours per PM** in weekly review prep.
- **Fraud Reduction:** Identified an exploit pattern that was driving 0.4% of transaction volume; partnered with the risk team to deploy a rule that recovered **₹7.8Cr** in annualised GMV.
- **Cohort Insights:** Authored a quarterly cohort-retention analysis that became standard input for board reviews, cited in **3 successive board decks** (Q2-Q4 2023).
- **Self-serve Tooling:** Migrated team reporting from manual SQL to a self-serve Looker layer, reducing ad-hoc data requests to the analytics team by **62%** over two quarters.

EDUCATION

Birla Institute of Technology and Science (BITS) Pilani --- Goa Campus

Goa, India

Bachelor of Engineering (Hons.), Computer Science

Aug 2017 — Jun 2021

- **Standing:** Graduated with CGPA **8.4/10.0**; placed on the Director's Honour List in 2 of 8 semesters.
- **Capstone:** Built a real-time fraud-detection model for the institute capstone project, achieving **94.2%** precision on a held-out dataset of 1.1M transactions.

EXTRACURRICULARS

Volunteer Data Lead, ProjectKHEL Foundation

Mar 2022 — Present

- **Programme Evaluation:** Built ProjectKHEL's first impact-measurement dashboard tracking 2,400 children across 18 sports programmes, enabling the foundation to win a **₹1.2Cr** CSR grant from a Fortune-500 sponsor.
- **Reporting Infrastructure:** Designed the donor-reporting pipeline now used for 8 quarterly investor updates, replacing a 3-week manual exercise with an automated **2-day** cycle.

Co-organiser, Bangalore Product Analytics Meetup

Apr 2023 — Present

- **Community Building:** Co-founded and hosted a quarterly meetup that has grown from 35 to **420 members** across 6 events, featuring speakers from Flipkart, PhonePe, and Swiggy.
- **Thought Leadership:** Authored 4 technical posts on experimentation methodology, with one essay reaching **18,000 reads** on Substack and being featured in the Reforge industry newsletter.

ACHIEVEMENTS

- **Recognition:** Received Razorpay's "Spark Award" in Q3 2023 for the fraud-detection workstream, awarded to **under 5%** of employees per quarter.
- **Industry:** Selected to speak at the 2024 Reforge Product Analytics Summit in Mumbai; one of **3 analysts** under 27 invited to present.
- **Promotion:** Promoted to Senior Product Analyst in 30 months — **9 months ahead** of the standard Razorpay timeline for the role.

- **Academic:** Secured All-India Rank 12,800 in BITSAT 2017 (top **0.8%** of 290,000 candidates) and admitted to BITS Pilani Goa Campus on a partial merit scholarship.

SKILLS

- **Analytical Tools:** SQL (advanced), Python (Pandas, NumPy, statsmodels, Scikit-learn), R, Looker, Tableau, Mixpanel, Amplitude
- **Methods:** A/B testing, causal inference, cohort analysis, experimental design, statistical modelling, dashboard architecture
- **Domain & Languages:** Fintech and SMB payments domain expertise; English (full professional), Hindi (native), Punjabi (conversational); GMAT 750 (Q50, V42, IR8, AWA5)