

# SUBHAYU PAUL

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## EDUCATION

Indian Institute of Technology Kharagpur | *B.Tech (Hons.) in Chemical Engineering* 2023 – 2027

## EXPERIENCE

NoBroker Legal Services | *Business Strategy Intern* May'26 – Jul'26

- Mapped **50+** customer journeys from presales to servicing to locate revenue leakage and process gaps in legal services, and distilled **12** AI-automation ideas into a prioritized **3-phase** implementation roadmap
- Built agent-performance scoring and predictive escalation-risk models for legal services to flag high-risk cases and underperforming agents early, aimed at reducing refund requests and customer escalations for the business
- Built two analyzers in legal services that detect missed upsell and referral opportunities for conversion

Rapido | *Strategy & Operations Intern* Mar'25 – Jul'25

- Partnered with **10+** NGOs across Jaipur and Kolkata to design a safe onboarding process for women riders under the **Pink Bike Initiative**, aimed at improving the safety of women riders on the Rapido platform
- Benchmarked **8+** competitors on payouts, safety and UX to find positioning gaps, and used the insights to shape a captain-first strategy across safety, retention and incentive design to strengthen captain experience on the platform
- Surveyed **100+** captains to understand churn drivers and designed **6** product-led retention interventions; modeling projected an **18%** reduction in captain churn and a **22%** increase in captain online time

Finnable Technologies Pvt. Ltd. | *Risk Analytics & Strategy Intern* Jun'25 – Jul'25

- Built a decision-tree model to verify property ownership for collateral checks in lending, combining government API data with private data-partner inputs, aimed at reducing collateral fraud risk in the lending process
- Extracted mauza and plot identifiers from unstructured land records to automate title checks, creating structured inputs that feed the lending risk models and improving address-matching accuracy by **25%** for lending
- Helped secure **2** data-vendor partnerships to scale pan-India title checks for the lending risk process

## PROJECTS

Axivise x Bosch (SDEX Platform) | *Market Entry Project* May'24 – Oct'24

- Benchmarked **30+** competitors across **5** sectors to size India's IDP market entry, estimating a **\$150M** opportunity
- Evaluated **15+** use cases on ROI, CLTV and churn to prioritize segments, shaping the go-to-market strategy

Zepto | *Consulting Project Associate, Alpha Consults* Nov'24 – Feb'25

- Led analysis of **50+** high-demand SKUs to identify FMCG assortment gaps and built a **70+** supplier database
- Analyzed **500+** behavioral surveys and benchmarked **4+** rivals on UX, pricing and assortment, finding that speed and pricing were the main customer retention drivers and recommending inventory expansion

Marico Limited | *Project Associate, Alpha Consults* May'25 – Jul'25

- Proposed HORECA acquisition across **30+** brands via regional product-fit analysis and tiered subscriptions
- Benchmarked platforms and buyer pain points to define an E-B2B growth strategy, and designed **6+** premium gift hampers with occasion-led themes and sustainable packaging to open the gifting channel for the brand

## POSITIONS OF RESPONSIBILITY

SHARE IIT Kharagpur | *President* Apr'25 – Apr'26

- Led **2** live consulting projects (**RageRoom**, **CodeYoung**), handling client onboarding and deal negotiation
- Scaled paper-trading (**StockGro**, **GrowJunction**) to **3,000+** registrations and **INR 3.5 lakh+** in sponsorship
- Built content strategy across newsletters, blogs and casebooks and mentored **30+** juniors as society President

Alpha Consults | *Junior Consultant* Nov'24 – Jul'25

- Conducted sector analysis of India's Esports and Fast Fashion industries, assessing key players and policy shifts
- Ran email and LinkedIn outreach backed by **4+** research decks to acquire clients, securing **2** clients

## ACHIEVEMENTS

- **Gold Medal**, Open IIT Case Study Competition (**QPO Cabs**): differentiated GTM and acquisition strategy
- **Top 10** nationally at **MnAnalyse 2025** (IIT Guwahati), analyzing Facebook's 2014 WhatsApp acquisition
- **Finalist** at **BullPen 2026** (St. Xavier's stock-pitch competition), clearing trading, case and pitch rounds
- Secured AIR **9,161** of 1.8 lakh in JEE Advanced and AIR **4,040** of 12 lakh+ in JEE Main, 2023

## SKILLS

**Strategy & Product:** Market Sizing | GTM Strategy | Market Research | Product Strategy | PRD Writing  
**Analytics & Tools:** A/B Testing | Python (Pandas, NumPy) | SQL (MySQL) | Power BI | Microsoft Excel