SNIGDHA NAGPAL

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EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School — **Chapel Hill, NC**
Master of Business Administration — 05/2028
Muthoot M. George MBA Fellowship & Kenan-Flagler Fellowship Recipient
First-Year Liaison, Business Technology Club; First-Year Liaison, Social Activities, MBA Student Association
Tutor, BUSI 411 Business Analytics & BUSI 403 Operations Management, Undergraduate Business Program

Institute of Hotel Management — **Delhi, India**
Bachelor of Science H&HA (Hons) — 2015 – 2018

WORK EXPERIENCE

Noon - *Middle East's largest homegrown e-commerce company* — **Gurgaon, India**
Product Manager — 02/25 – 03/26
Partnered with a cross-functional pod of 2 engineers and 3 analysts.

- Translated stockout root-cause requirements into proportional cause-attribution logic and partnered with engineering to ship a rules engine with an LLM-powered chatbot, cutting RCA time from 2+ hours daily to minutes for 80+ managers.
- Improved capacity utilization in 75% of 150+ dark stores from 150–200% to 80–100% and lifted availability 5% by replacing sale-rate replenishment with a survival-probability allocation model.
- Eliminated $13K/day in write-offs across perishables driving 50% of platform GMV by owning an hourly markdown engine that repriced residual stock against day-indexed sell-through curves within category margin floors.
- Led product development and launch of a control tower unifying forecasting, ordering, allocation, and delivery tracking, replacing disconnected trackers and reducing manual review to 10% of daily orders.

Blinkit (Eternal Limited) - *India's largest 10-minute grocery delivery platform* — **Gurgaon, India**
Sr. Data Analyst — 10/23 – 08/24
Promoted in 18 months to lead perishables analytics (~50% of orders, 35% of revenue); led 2 analysts

- Rebuilt post-cart recommendations from popularity ranking to PMI cart affinity using persona clusters and a time-of-day perishable boost, lifting impression-to-ATC from 16% to 25% and cutting disposal 5.8%.
- Lifted frozen search-to-ATC from 36% to 46% by reframing a suspected stockout issue as a discovery gap, auditing search terms against surfaced results, and specifying keyword-linked recommendations.
- Recovered $137.4K in liquidations and supplier returns by building SKU-region tracking that flagged aging inventory before it lost value.

Data Analyst — 05/22 – 10/23

- Improved search conversion 12% by building keyword spike detection on customer search behavior, surfacing demand signals early enough to trigger proactive inventory ordering.
- Launched user reactivation engine via WhatsApp and push nudges with milestone-based incentives, reactivating 70% of dormant users at <$0.01/order and materially improving Daily Active Users, Lifetime Value, and platform stickiness.

Purple Pixie Cakes — **Delhi, India**
Founder — 12/18 – 02/22

- Delivered 10K+ lifetime orders and scaled two cloud kitchens to $7K monthly revenue at 15% profit after tax, founding and running a bespoke bakery brand in Delhi.
- Negotiated favorable vendor terms and standardized sourcing to protect margins while launching customer retention campaigns that increased repeat purchases with negligible acquisition cost.

PRODUCT MANAGEMENT PROJECTS

Blinkit Flash – AI Shopping Assistant | GitHub | Live Prototype

- Mined 3,776 customer reviews using an AI classification pipeline to identify user needs and scope a 0-to-1 AI shopping assistant; defined PRD, KPI framework, and shipped live prototype.

Streaming Recommendation Audit | Azure Databricks

- Built a Databricks pipeline on 25M ratings from 162K users; found 22.8% genre overlap and 48% of users narrowing their taste, making the case for diversity over CTR.

CERTIFICATIONS

- AI PM Fellowship (Top Fellow), NextLeap
- Post Graduate Certificate in Business Analytics, Symbiosis

SKILLS

Product — Product Strategy, PRDs, Roadmapping, Customer Discovery, Market Research, Business Requirements, User Stories, Backlog Prioritization, Experimentation, Success Metrics, Design Iteration
Analytics — SQL, Python, BigQuery, Tableau, Excel, Google Sheets, Google Analytics, Data Analysis
AI — LLM Applications, Prompt Engineering, AI Prototyping (Lovable), Cursor AI, Databricks
Business — Growth Strategy, Pricing, Assortment, Inventory Optimization, Forecasting, Marketplace Operations