

Aayush Yadav

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EDUCATION

Indian Institute of Technology Delhi (IIT-D) - Bachelor of Technology

Nov 2021-May 2025

Major: Textile Technology

ABOUT ME

A former **National-level** Squash player with a strong foundation in data, **business understanding**, and **product thinking**. A quick learner, eager to explore new tools and skills. Experienced in identifying user problems, validating them with data, and building solutions using AI tools. Versatile in working independently as well as within teams.

EXPERIENCE

Policybazaar

Business/Product Analyst-Health Insurance

May 2025 - Present

- Built an AI-powered **RAG** based architecture tool using **NotebookLM** and transcription **API** that analyzes every call transcript against the ideal pitch, generates an overall **call score** on various parameters, and suggests improvement areas, reducing manual quality team dependency and cutting training-to-floor time by **50%** across **300+** freshers
- Enhanced South India's **Visit-to-Lead (V2L)** conversion rate by **25%** through detailed **drop-off** analysis using **SQL** and **Google Analytics**, followed by **funnel optimization** and reduction of unnecessary steps to improve user flow.
- Implemented **cohort** segmentation on user base to identify high and low intent leads using past booking trends, demographics, and behavioral interaction metrics, which improved the **L2B**(leads-to-bookings) conversion by **15%**
- Implemented **automated** lead assignment logic within the **CRM** for sales advisors and built a real-time dashboard using **QuickSight** for the Operations team, reducing manual effort, improving efficiency, and enabling instant visibility
- Identified trust as a key drop-off driver in Tier 2 and 3 cities and made an **MVP** for Social Proofing using **Claude-code**, displaying existing customer density by Pincode, resulting in Conversion improvement by **10%**
- Monitored key business **KPIs** and conducted agent-level performance **analysis** to identify underperforming teams, uncover **root causes**, and implemented actionable solutions that improved overall efficiency and conversion outcomes.

Product Analyst Intern - Received PPO Offer

May 2024 - July 2024

- Built a company-wide data intelligence knowledge base documenting **100+** database tables, columns, KPIs, join relationships, and business logic, and developed a **Custom GPT** trained on this documentation that allows all users to describe their desired output and get recommended tables, columns, and joins, enabling self-serve query building.
- Led in-person surveys with **100+** users across diverse demographics, age and gender to map the end-to-end health insurance journey, uncover key friction points, and propose **15+** ideas, **3** of which were shortlisted for development.

PROJECTS

Mindlessly - Chrome Extension - [Github](#)

Jan 2026

- Built **Mindlessly**, a Chrome extension that prompts users to declare their purpose of visit and sets a countdown timer before browsing distracting sites, enforcing accountability and reducing mindless screen time.
- Rapidly shipped the extension using **Claude Code** and vibe coding to generate the full codebase (**JSON, JS, HTML**), significantly reducing personal procrastination and demonstrating **AI-assisted** product development.

Portfolio

Mar 2026

- Built and deployed an interactive personal portfolio using AI-assisted development (**Claude Code**), featuring dynamic UI components; using **HTML** and **CSS**, **hosted** on **Vercel** and managed via **Github**.

EXTRACURRICULAR ACTIVITIES

Captain, IIT Delhi Squash Team (National Rank-34)

Apr 2024 – May 2025

- Led a team to victory in Inter-college tournaments, major one being **Inter-IIT Sports Meet 2023 and 2024**
- Awarded with **Best Sports person** of the year by IIT Delhi Director for being undefeated throughout the year
- Bagged **8** Gold medal, **3** Silver medal and **1** bronze in various inter college and Interstate level tournaments
- Formed Squash community, making squash more accessible for everyone including Staff, Students and children