

SPARSH SARAOGI

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PROFESSIONAL SUMMARY

Economics graduate with CFA Level I cleared and hands on experience in a founder's office at a mobility startup in Bengaluru. Spent the last year building the reporting, financial tracking, and operational infrastructure that founders rely on to make decisions. Built fleet optimization tools, lead management systems, and customer communication automations from scratch. Comfortable working directly with leadership on everything from unit economics and cost analysis to investor materials and short notice business requests.

EXPERIENCE

Pluto | Business Management, Founder's Office

Dec 2025 to Present

- Built the weekly operations and performance reporting pack from scratch, consolidating revenue, cost, and operational metrics across the business into a single view the founding team used every week to track performance and decide where to focus
- Developed a unit economics model tracking contribution margin, acquisition cost, and retention by customer segment, surfacing which parts of the business were profitable and which were running at a loss. The analysis led directly to a pricing restructuring that reduced monthly burn
- Built a fleet scheduling and optimization engine that assigns vehicles to customers using real traffic data, maximising revenue while minimising empty runs across the fleet. Includes an interactive dashboard for scenario testing
- Created a lead aggregation system that consolidates prospects from multiple channels with automatic deduplication, pricing estimates, and automated follow ups for unreachable leads
- Developed automated bots for daily payment reminders and customer travel confirmations, eliminating hours of manual communication every day
- Built retention and funnel analytics tracking the full customer lifecycle with cohort analysis, source performance, and early churn indicators
- Prepared all investor facing materials including pitch decks, performance summaries, and business briefs, translating operational and financial data into a clear narrative for external stakeholders
- Handled urgent requests from the founding team regularly at short notice, whether a financial snapshot, a reconciliation, or a one pager needed before an external meeting

Trivium Education Services | Subject Matter Expert, Economics

May 2024 to Present

- Delivered structured support in microeconomics, macroeconomics, and financial concepts to US university students, building the habit of explaining complex analytical material clearly to non specialist audiences
- Built reusable frameworks for recurring problem types that reduced turnaround time without affecting quality, a discipline that carries directly into how reporting systems get built and maintained
- Managed multiple concurrent assignments under tight deadlines while maintaining accuracy and consistency across all deliverables

Askreferral.io | Growth and Research Analyst

Jul 2024 to Dec 2024

- Built funnel performance dashboards tracking acquisition cost and conversion across channels, helping the team understand where budget was generating returns and where it was leaking
- Produced market and competitor research briefings that structured the landscape clearly for the founding team to make informed decisions on product direction and go to market priorities

KEY PROJECTS

Fleet Optimization Engine

Vehicle to customer assignment tool using real traffic data with an interactive dashboard for scenario testing and day by day fleet planning.

Lead Aggregation System

Consolidated leads from multiple sources with deduplication, pricing estimates, and automated prospect follow ups.

Retention and Funnel Tracker

Customer lifecycle analytics with cohort retention curves, source breakdowns, and early churn warning flags.

Investor Decks and Financial Models

Weekly reporting packs, unit economics analysis, scenario models, and investor materials for the founding team.

EDUCATION

CFA Institute | CFA Program, Level II Candidate

2024 to Present

- CFA Level I cleared, November 2025. Covers financial statement analysis, corporate finance, equity valuation, economics, and portfolio management.

University of Calcutta | B.Sc. Economics (Hons)

2021 to 2024

- CGPA 7.6 / 10. Microeconomics, macroeconomics, econometrics, public finance, and monetary economics.

SKILLS

Analytics	Unit economics, cost analysis, contribution margin, scenario modelling, Excel, pivot tables, variance analysis
Reporting	Weekly management packs, investor decks, performance dashboards, one page briefs, stakeholder communication
Operations	Process automation, fleet scheduling, cost benchmarking, vendor analysis, lead management
Finance	CFA Level II in progress, financial statement analysis, corporate finance, budget vs actuals, revenue optimization
Soft Skills	Direct founder communication, ownership mindset, accurate under pressure, fast ramp up on new domains