Product Internship at Utkarsh Classes & Edutech Pvt. Ltd.

Internship Report

Submitted for the partial fulfillment of the degree of

Bachelor of Technology

In

Computer Science & Engineering

Submitted By

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UNDER THE SUPERVISION AND GUIDANCE OF

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MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR (M.P.), INDIA
माधव प्रौद्योगिकी एवं विज्ञान संस्थान, ग्वालियर (म.प्र.), भारत
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January-May 2025

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I hereby declare that the work entitled **Internship at Utkarsh Classes & Edutech Pvt. Ltd.** is my work, conducted under the supervision of **Mr. Zorawar Sehdeva, Senior Product Manager** during the session 6 January 2025 - 15 May 2025. The report submitted by me is a record of bonafide work carried out by me.

I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.

Harsh Tiwari

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Date: 21/05/2025
Place: Gwalior

This is to certify that the above statement made by the candidates is correct to the best of my knowledge and belief.

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ABSTRACT

My internship as a Product Intern at **Utkarsh Classes & Edutech Pvt. Ltd**., from 06th January 2025 to 15th May 2025, was a hands-on learning experience where I actively contributed to multiple key **product initiatives** aimed at improving both user experience and backend efficiency.

I started with optimizing the existing **MoEngage implementation** by auditing the event structure, removing redundant events, and introducing meaningful, action-based triggers to improve marketing analytics and user segmentation

Moving forward, I led the development of the Admit Card Collection feature drafting the PRD, designing user flows, coordinating with backend teams for **API contracts**, and ensuring smooth access control based on course eligibility. In the third phase, I worked on A/B testing implementation using Firebase Remote Config, where I defined experiments, analyzed user behavior data, and helped roll out high-performing variants to production.

Lastly, I contributed to building an automated Invoice Generation Flow, integrating invoice templates, backend logic, and delivery systems to streamline the post-purchase experience. This internship gave me a deeper understanding of the product lifecycle, stakeholder collaboration, data-driven decision-making, and how technology can be aligned with user needs in a **fast-paced edtech environment**.

ACKNOWLEDGEMENT

The full semester project has proved to be pivotal to my career. I am thankful to my institute, Madhav Institute of Technology and Science for allowing me to continue my disciplinary interdisciplinary project as a curriculum requirment, under the provisions of the Flexible Curriculum Scheme (based on the AICTE Model Curriculum 2018), approved by the Academic Council of the institute. I extend my gratitude to the Vice Chancellor, **Dr. R. K. Pandit** and Dean, Faculty of Engineering and Technology **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, Department of Computer Science and Engineering, for allowing me to explore this project. I humbly thank **Dr. Manish Dixit,** Professor and Head, Department of Computer Science and Engineering. for his continued support during the course of this engagement, which eased the process and formalities involved.

A special thanks to my faculty mentor, **Dr. Nishant Jain**, for his support and mentorship, and to my institution for facilitating this industry-academic collaboration.

Lastly, I am thankful to my family and friends for their unwavering support and encouragement throughout this journey.

Harsh Tiwari

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CHAPTER 1: INTRODUCTION

The internship at **Utkarsh Classes & Edutech Pvt. Ltd**., a leading edtech platform in India, offered me a dynamic opportunity to work at the intersection of product strategy, user experience, and data-driven development. As a Product Intern, I was involved in building and optimizing core product features that enhanced the learning journey for thousands of users across the platform.

The focus of my internship was to solve real-world problems that directly impacted business goals and user satisfaction. My work spanned across four major initiatives, refining the MoEngage event tracking system for better marketing insights, developing the Admit Card Collection feature for paid learners, implementing A/B testing infrastructure to validate user preferences, and streamlining the Invoice Generation flow to enhance transactional transparency.

This internship not only improved my understanding of the product lifecycle and stakeholder collaboration, but also deepened my skills in PRD writing, feature ownership, and aligning product solutions with both business needs and learner behavior.

CHAPTER 2: LITERATURE SURVEY

In today's rapidly evolving edtech ecosystem, where user engagement and operational efficiency are key to competitive growth, product management plays a crucial role in shaping impactful digital experiences. The rise of data-driven strategies, user-centric design, and agile product development has transformed how educational platforms deliver value to learners and stakeholders alike. My internship as a Product Intern at Utkarsh Classes & Edutech Pvt. Ltd. revolved around driving improvements across core features of the learning app by aligning product functionalities with user needs, business goals, and technical feasibility

Building Scalable Features for User Engagement and Operations

During the internship, I worked on multiple key product initiatives aimed at streamlining the user journey and improving app performance. From optimizing MoEngage event tracking for better marketing segmentation, to building critical user-facing flows like Admit Card Collection and Invoice Generation, each project tackled a unique aspect of the product lifecycle. These features were targeted toward enhancing onboarding, increasing retention, and ensuring compliance with operational workflows—especially for students enrolled in high-stakes exam courses. Each implementation was designed to cater to a diverse user base, including mobile-first students across both free and paid tiers.

Product Thinking and Cross-functional Execution

My responsibilities included drafting PRDs, designing user flows, defining success metrics, and collaborating with design, tech, and QA teams to deliver production-ready features. I worked closely with backend teams to define API contracts and with QA to validate edge cases before launch. For instance, the Admit Card Collection flow required defining eligibility logic based on course purchases, while the A/B Testing Implementation demanded strong analytical acumen to segment users and evaluate test variants using Firebase Remote Config. These experiences deepened my understanding of agile methodologies, experimentation, and iterative delivery.

Design for Impact and Student-centric Experiences

Every feature I worked on was built with student behavior and platform accessibility in mind. The goal was to reduce friction in user flows and ensure clarity in UI/UX across devices. Whether it was improving the way students accessed invoices or building frameworks for future A/B testing, the focus was on long-term scalability, simplicity, and utility. Through this internship, I developed a deep appreciation for balancing user empathy with business logic—key traits for any aspiring product manager looking to create value in tech-led education solutions.

CHAPTER 3: WORK DONE

During my internship as a Product Intern at Utkarsh Classes & Edutech Pvt. Ltd., I was involved in multiple critical product initiatives that directly impacted user engagement, operational efficiency, and business growth. My work focused on both the optimization of existing features and the development of new ones, ranging from event tracking and campaign effectiveness to user experience and backend collaboration.

Key Projects and Tasks:

A/B Testing Implementation:

- Collaborated with design and marketing teams to conceptualize hypotheses for experiments aimed at improving app engagement.
- Used Firebase Remote Config to enable A/B testing for different UI/UX elements and promotional banners.
- Worked with the development team to implement variant logic and analyzed user behavior metrics to determine winning variants.

MoEngage Implementation Optimization:

- Audited the entire event structure across the app and documented all existing events to identify redundancies and inefficiencies.
- Removed duplicate and irrelevant events that cluttered the campaign funnel.
- Implemented new meaningful and actionable events like 'Video Started', 'Test Completed', and 'Admit Card Downloaded' to improve user targeting.
- Created comprehensive documentation to ensure long-term maintainability and cross-team alignment.

Admit Card Collection Feature:

- Contributed to the planning and execution of a new feature to enable seamless admit card downloads directly from the app.
- Defined user flows and backend requirements for integrating institute databases.

- Collaborated with designers and QA teams to ensure smooth UX and a bug-free release.

Invoice Generation Flow:

- Participated in designing the invoice flow post-payment, ensuring alignment with compliance and user clarity.
- Worked with backend teams to define the data schema and logic for invoice generation and retrieval.

Cross-functional Collaboration:

- Regularly synced with QA, design, marketing, and engineering teams to align on sprint goals and execution.

CHAPTER 4: OUTCOMES GAINED

The internship at Utkarsh Classes provided an immersive experience in product management within a fast-paced edtech environment. Working alongside a compact yet dynamic product team, I developed a nuanced understanding of how real-world product decisions are made, validated, and optimized over time.

Technical Outcomes:

- Gained hands-on experience in implementing and refining A/B tests using Firebase Remote Config.
- Improved user event tracking through optimized MoEngage integration, leading to better segmentation and campaign performance.
- Helped conceptualize and deliver a key operational feature (Admit Card Collection) that reduced support tickets and improved student experience.
- Collaborated on the Invoice Generation Flow to bring more transparency and compliance to the payment experience.

Professional & Learning Outcomes:

- Understood the product development lifecycle from ideation to delivery in a business-critical setting.
- Strengthened stakeholder communication by presenting documentation, updates, and feedback in cross-functional meetings.
- Learned the importance of prioritization, user empathy, and iterative improvements in a real-time production environment.
- Improved data interpretation and decision-making by leveraging campaign analytics and feature usage metrics.

CHAPTER 5: SKILLS GAINED

Technical Skills Acquired:

- **Product Analytics & Campaign Optimization:** Used MoEngage and Firebase to refine event structures and enhance push notification strategies.
- **A/B Testing:** Designed and executed experiments using Firebase Remote Config to validate UI changes and user behavior hypotheses.
- **SQL for Product Insights:** Utilized SQL to derive actionable insights from user data, supporting decisions around feature adoption and engagement.
- **Cross-functional Collaboration:** Worked closely with engineering, QA, and design teams to execute tasks with efficiency and precision.
- **Documentation & Workflow Management:** Used Notion and Google Sheets to manage PRDs, user stories, and event mapping.

Soft Skills Acquired:

- **Problem Solving & Critical Thinking:** Addressed real-world challenges like drop-offs in user journeys and inefficient event structures.
- **Time Management:** Balanced multiple features and documentation deliverables under tight timelines.
- **User-Centric Thinking:** Focused on delivering features that enhanced user satisfaction and solved operational pain points.
- **Communication & Reporting:** Shared progress, roadblocks, and results clearly in both written and verbal formats during sprint meetings and reviews.

CHAPTER 6: SOCIAL RELEVANCE

• Showcased the potential of Make-in-India by contributing to a scalable and impactful mobile-first educational platform.

• Improved operational efficiency by reducing manual work via automated features.

• Designed inclusive digital features, making the platform accessible to users with varying tech skills.

• Showcased Make-in-India capabilities by developing a complete mobile commerce solution tailored for Indian consumers and businesses.

• Personally, the internship provided valuable experience in Android app development, client collaboration, problem-solving, and real-world implementation of software engineering principles.

CHAPTER 7: CONCLUSION

My internship at Utkarsh Classes was a highly enriching experience, providing me with hands-on exposure to various aspects of product management in the edtech space. Over the course of my 4-month internship, I had the opportunity to contribute to multiple impactful projects, including the optimization of **MoEngage event tracking**, implementation of A/B testing, and the development of new features like Admit Card Collection and Invoice Generation.

Working closely with cross-functional teams, I was involved in designing and documenting product requirements, conducting user research, and collaborating on feature development from concept to execution. My contributions helped improve user engagement and streamlined the user experience, with a particular focus on analytics and user onboarding.

This internship not only allowed me to apply my product management skills but also gave me a deeper understanding of the challenges and intricacies of working in a fast-paced, product-focused environment. Through hands-on learning, I developed skills in project management, communication, and problem-solving, all of which have strengthened my foundation for a successful career in product management.

I am grateful for the opportunity to have been a part of such a dynamic and innovative team at **Utkarsh Classes**, and the experience I gained will undoubtedly be valuable as I continue to grow in my product management journey.

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