CHARU LATA

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Education	**UNIVERSITY OF HAWAII - MĀNOA**	**Honolulu, HI**

Master of Science in Computational Geophysics, December 2019   EAD valid for 3 years
CGPA: 3.89/4, Harold Stearns Scholar, Student Athletes Mentor

INDIAN INSTITUTE OF TECHNOLOGY - KHARAGPUR   **Kharagpur, India**
Integrated MS and Bachelor of Science in Geology and Geophysics, May 2015
Inspire Scholar, National level Basketball & Volleyball player, Tech Fest Organizer

Experience

2017 - 2019   **UNIVERSITY OF HAWAII - MĀNOA** (Global Top-10 Geosciences Program)   **Honolulu, HI**
Graduate Researcher - Analytics
Established research goals and led individual and team research to timely execution. (*Thesis*)

- Improved Earth's subsurface model using seismic data analysis and numerical modelling
  - Research paper accepted in *Marine Geophysical Research,* a peer-reviewed journal
  - Invited to present research at regional and international conferences: AGU-2018, REU-2019
  - Performed workflow automation, finite difference numerical modeling, travel time inversion
- Led complete lifecycle of research project aimed at water resource identification using gravity maps
  - Secured unanimous vote from 5-membered committee amongst 20 submitted proposals
  - Led a team of 2 and executed project in 5 months by planning and assigning daily tasks in Trello
- Mentored 60+ undergraduate students leading to 10% conversion of non-STEM students to STEM track

2015 - 2017   **ICICI GENERAL INSURANCE** (India's Largest General Insurance Company)   **Mumbai, India**
Product Manager - Value Added Services (VAS)
Led product development and restructured operations in VAS by cross-functional collaboration.

- Mobile App-based Risk Assessment and Selection for Small Medium Enterprises (SMEs)
  - Expanded market share for the company by enabling insurance cover for SMEs
  - Led cross functional teams of risk inspectors and underwriters to solve user pain points
  - Trained end users on application use and correct process execution increasing adoption by 150%
- Real-time service tracker for corporate clients for increased visibility and engagement
  - Validated the B2B product by identifying pain points, KPIs for corporate clients
  - Created use cases, user workflows and product requirement document for clear communication
  - Led execution strategy with software engineers for product development and release
  - Performed A/B Tests on different versions of product, increasing user engagement by 40%
  - Performed descriptive, diagnostic and predictive data analysis on claims and risk scores data to share actionable risk mitigation insights with corporate clients

Projects

- *Sales Data Analysis:* Performed data cleaning, wrangling, imputation and visualization techniques in **Python** to answer business questions for an online e-commerce company
- *Risk Hotspot Analysis:* Queried structured claim data using **SQL,** build KPIs and presented insights using interactive **Tableau** dashboards to increase client onboarding and hence annual revenue
- *Shoreline Prediction*: Used hierarchal linear regression to predict increasingly advancing shoreline of beaches (nested data) in **R** which help policymakers develop an effective coastal development plan
- *Motor Insurance Claim Predictor:* Trained classification model with > 0.87 AUC to predict claim fraudsters on (unbalanced) dataset in **Python** thus identified potential false claim producing users

Skills

Relational Database SQL Query | KPIs | Data Cleaning | Data Storytelling | Tableau Specialist Certification | Product Validation using Market Research | Product Design and Strategy | Customer Empathy | Roadmapping | Product Management | Agile Development | Product Analytics | Hypothesis Testing