CHARU LATA

Ph. 808-765-9755 | clata.iitkgp@gmail.com | LinkedIn | Seattle, WA
F1 work-permit until 2023

Professional Experience

HIYA, INC. (Telecom tech start-up bringing trust and identity to voice calls)   **Seattle, WA | Budapest, Hungary**
Product Manager – Hiya Connect   2020 – Present
Leading the development of data products in Hiya; help attain $150M annual revenue goal

- Launched new product based on A/B testing to optimize sales-lifecycle analytics, help onboard customer faster
  - Onboarded four enterprises after product release, adding $500k to annual recurring revenue in 0.5x time
  - Led data analysis sessions with enterprises demonstrating potential to increase profit by using the product
- Strategized new machine-learning (ML) product to help enterprises improve their phone-number reputation
  - Envisioned ML-based sentiment tool that converts abstract text to actionable insights for customers
  - Partnered with engineering and data science teams to productize a new ML workflow
- Implemented FCC regulation diagnostics; aimed at reducing phone-number identity fraud
  - Build minimum viable product which allowed customers to monitor terabytes of call-event data
  - Implemented successful proof-of-concept with two customers and strategized product roadmap for future releases

UNIVERSITY OF HAWAII – MĀNOA   **Honolulu, HI**
Graduate Researcher - Analytics   2017 – 2019
Established research goals and led individual and team research to timely execution

- Increased Earth's subsurface vertical resolution by 15x, using numerical modelling of seismic waves
  - Lata, C., Dunn, R.A. Earth structure across deep-sea spreading center. *Mar Geophys Res* 41**,** 20 (2020) (*Paper*)
  - Increased work efficiency by 80% using automation and data analysis process improvements

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

- Launched real-time service tracker for corporate clients for increased visibility and engagement
  - Assessed product fit for Indian market, via customer interviews and user experience research
  - Led product discovery, strategy and execution by leading teams of engineering and design
  - Made iterative improvements in product to achieve 40% increase in customer satisfaction
- Improved risk assessment mobile-app used by sales team to assess small businesses for insurance cover
  - Made iterative improvements in the mobile-app and increased monthly assessments by 2x
  - Trained end user sales team on best practices and process execution to increase app adoption

Statistical Projects

- *Motor Insurance Claim Predictor:* Predicted insured's claim probability by quantifying user-behavior and training classification model on (unbalanced) dataset. Reached 87% AUC (accuracy and recall metric) in Python.
- *A/B testing for call attributes*: Analyzed call-receiver behavior against different call attributes (caller ID, logo, call reason display) using a/b test. Helped enterprises select the best attributes for their goal.

Education

UNIVERSITY OF HAWAII - MĀNOA   **Honolulu, HI**
Master of Science in Computational Geophysics, January 2020
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 (Kshitij) organizer

Skills

Advanced Relational Database Query - SQL | Certified Tableau Specialist | Hypothesis Testing | Machine Learning – Supervised & Unsupervised Methods, Classification, Regression | Product Design and Strategy | Product Analytics