Mira Kapoor Wadehra

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SKILLS

- **Product Management Skills:** Product Roadmapping, Product Specifications, Product Requirements, User Research, A/B Testing
- **Programming:** Python, R Programming, SQL, Jupyter Notebook
- **Data Science Skills:** Statistical Modeling, Predictive Analytics, Sentiment Analysis
- **Data Science Project:** Built sentiment analysis on diverse Amazon reviews, using statistical models to predict product performance
- **Software:** MongoDB, Tableau, Marketo, Salesforce, Quicksight, Asana, Jira
- **Certificate:** GenAI (Google Cloud), Data Science with Databricks, Google Data Analytics, Salesforce CRM Fundamentals

EXPERIENCE

iMerit Technology - Product Data Analyst (Acting Product Manager)   Aug. 2023 - Present
AI data solutions company

- Executed the development of a Chrome extension for cancer cell detection in the medical Copilot project, collaborating with engineering to fine-tune models like YOLO, SAM, and ChatGPT. Authored product specifications, designed workflows, and partnered with marketing and sales teams to craft strategies, press releases, and insights, boosting product visibility.
- Led product partnership with a data curation company. Defined requirements and designed workflows that shrink datasets to enhance data quality and deliver more accurate insights to customers. Trained sales on a live demo, positioning Ango (data annotation platform) for market expansion and customer acquisition.
- Authored and spearheaded the product specifications for enhancing ML model management and integrating LLM services on the Ango platform. Focused on optimizing user workflows, improving functionality, and elevating the overall platform experience. These efforts laid a foundation for future enhancements, with several key features already in the development pipeline.
- Built a Chrome extension sentence builder tool to assist in-house labelers with efficient and accurate labeling for a LiDAR-based autonomous driving customer.
- Conducted a comparative analysis of data annotation platforms, demonstrating Ango's market-leading performance. Identified critical differentiators, including a 25% reduction in annotation time for overlapping audio compared to competitors, further solidifying Ango's market positioning.
- Developed and implemented a cross-platform revenue and performance tracking tool using advanced data analysis. The tool yielded actionable insights that led to strategic adjustments, driving a 15% revenue increase in Q4 2023 and encouraging more customers to move to our platform.
- Crafted a market summary deck analyzing trends in AI training datasets and reinforcement learning human feedback (RLHF) sectors, highlighting growth opportunities. The insights supported iMerit's RLHF market expansion.
- Enhanced data visualization and operational metrics on the Ango platform by building dynamic dashboards using MongoDB and Python, which improved tool usage tracking and led to increased platform usage.

Pixelberry Studios - Product Data Analyst Intern   June 2023 - Aug. 2023
Mobile gaming company

- Led user journey data analysis, earning CEO recognition for driving over $1 million in savings through key product modifications. Developed a Tableau dashboard using SQL queries, uncovering that users typically abandoned chapters within 9 minutes of reading. Recommended shortening chapter length and enhancing early engagement hooks to retain user attention longer.
- Developed data-driven recommendations and designed comprehensive Tableau reports that highlighted key metrics such as asset performance and user engagement. These insights informed strategies like offering limited-time promotions to encourage early chapter purchases, optimizing product assets, and enhancing chapter completion rates.

DataStax - Marketing Data Analytics & Operations Intern   June 2022 - Jan. 2023
Cloud database company

- Constructed a Salesforce dashboard praised for enhancing visibility into marketing campaign performance, enabling the growth team to make data-driven decisions.
- Streamlined prospect email processes, saving 3 hours per week, and accelerating campaign execution.
- Conducted in-depth analysis of marketing pipeline data, identifying critical areas for improvement that optimized campaign performance and boosted lead generation.
- Produced detailed productivity reports for growth marketing and inside sales teams, enabling strategic optimizations that significantly increased lead generation and improved conversion rates.
- Produced marketing funnel presentations, aligning marketing and sales efforts.

Denodo - Product Marketing Intern   May 2021 - Aug. 2021
Data virtualization software company

- Executed multi-language marketing emails to ensure global alignment, summarizing key updates and content.
- Streamlined asset management for marketing outreach by creating a master list of 750+ resources, categorized by use case, industry, and persona.
- Supported Denodo DataFest 2021 by researching, organizing, and enhancing the searchability of 700+ assets.

Noorani Dance Company - Member and Assistant   Jan. 2006 - Aug. 2019

- Completed over a decade of intensive training in Indian Classical Dance "Kathak" within a professional dance company. Premiered a 90-minute solo Kathak performance in 2018, demonstrating mastery and dedication. Contributed to curriculum development, strategic goal setting, and philosophy, while also shaping social media strategy in collaboration with the creative director.

EDUCATION

***Argyros College of Business, Chapman University* | Orange, CA**   **May 2023**

- Bachelor of Science in Business Administration & Finance and Data Analytics & Science
- Hesperian Scholarship Recipient