

Muskan Jadav

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Professional Summary

Results-driven Computer Science student with a strong technical background and a focus on Product Management and Business Analysis. Proven ability to translate complex data into actionable insights using SQL, Python, and Power BI. Experienced in bridging the gap between engineering and business through A/B testing, Churn Prediction, and CLM process optimization. Adept at defining product roadmaps, stakeholder management, and facilitating data-driven decision-making in Agile environments.

Education

Vellore Institute Of Technology, Bachelor's in Computer Science

June 2022 – June 2026

- CGPA: 8.36/10

Technical Skills

Product & Strategy: A/B Testing, Product Roadmapping, User Research, Wireframing, PRD Documentation

Data Analytics & BI: SQL, Excel, Power BI, Hypothesis Testing, Contract Reporting

Tools: JIRA, Notion, KPI Dashboards, Figma, Miro

Technical Foundation: python, REST APIs, HTTP Basics, agile/scrum methodologies, CRM

Soft Skills: Problem-solving approach, Time management, Team collaboration, Willingness to learn

Projects

SplitMetrics Engine – Data Analytics & Decision Support Tool

- Built a Python-based analytics API to perform statistical analysis and A/B testing on structured datasets.
- Automated hypothesis testing and metric evaluation to support data-driven product and business decisions.
- Designed scalable data processing workflows for reporting insights and performance comparison.
- Enabled auto comparison of variants to support evidence-based product and feature decisions.

InsightOps – Customer Churn Prediction & Retention Platform

- Developed a predictive platform to identify at-risk customers and recommend targeted retention strategies.
- Performed data cleaning, feature engineering, and churn prediction modeling using Python.
- Built interactive Power BI dashboards to visualize churn probability and retention KPIs.

CLM Process Assessment & Optimization

- Conducted As-Is / To-Be analysis of contract management workflows to identify manual process gaps.
- Created process flow diagrams and a recommendation roadmap for CLM tool implementation.
- Enabled data-driven decision-making by standardizing contract management practices.

Certificates

- UI/Ux Figma Essentials

Achievements

- Godrej Properties Limited – SUMMERSAULT Challenge 2025.
- Finalist in the Godrej Challenge, recognized for applying data-driven product thinking to solve real-world business problems.
- Conducted a business case analysis for a real-estate organization, focusing on operational gaps, customer experience issues, and process inefficiencies.
- Presented structured ideas and requirements through a concise business presentation for an industry-led case challenge.

Leadership & Activities

Gujarati Cultural Club (Club Coordinator)

- Organized 3+ large-scale cultural programs with 200+ attendees, managing budgets and logistics.
- Fostered cross-cultural connections through innovative programming and campus outreach

CRB Foundation (Volunteer)

- Contributed to website development for an NGO based in Bhopal.