

Muskan Jadav

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PROFESSIONAL SUMMARY

Computer Science student with strong interest in Product Management and data-driven decision making. Experienced in building analytics-driven tools, conducting A/B testing, and translating business and user needs into structured product solutions. Passionate about combining technical depth with product strategy to drive measurable impact.

EDUCATION

Vellore Institute Of Technology
Bachelor's in Computer Science

June 2022 – June 2026
CGPA: 8.36/10

WORK EXPERIENCE

Product Management Intern
UnlockDiscounts | Remote

Feb 2026 – Present

- Designed and implemented automated communication workflows to improve customer engagement efficiency.
- Conducted R&D analysis to evaluate tools, features, and automation strategies for scalable outreach.
- Assisted in optimizing customer communication funnels by reducing manual reporting and operational effort.

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.

ACHIEVEMENTS

- **Godrej Properties Limited – SUMMERSAULT Challenge 2025:** Finalist, 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 and process inefficiencies.
- Presented structured ideas and requirements through a concise business presentation for an industry-led case challenge.
- **Certification:** UI/UX Figma Essentials.

TECHNICAL SKILLS

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

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

Technical Foundation: Python, SQL, REST APIs, HTTP Basics, Agile/Scrum Methodologies, CRM

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

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.