

DIKSHA RAJU HIWASE

Durham, NC | [LinkedIn](#) | (919) 236-4761 | diksha.hiwase@duke.edu

EDUCATION

DUKE UNIVERSITY

Durham, NC

MS in Engineering Management | Product Management Track | GPA: 3.93

August 2024 – December 2025

Teaching Assistant: Fuqua Client Consulting Practicum, Duke Fuqua Innovation & Entrepreneurship

UNIVERSITY OF MUMBAI

Mumbai, IND

BS in Electrical and Electronics Engineering | GPA: 3.61

August 2018 – May 2022

Courses: Project Management, Big Data Analytics, Database Management Systems, Management Information System

SKILLS

Skills : AI/ML, SQL, Python, Machine Learning, Strategic & Business Planning, Design Thinking, Scrum, Stakeholder Management, E-commerce, SEO, Data Quality & Analysis, Product Marketing, Confluence, Git, Competitive Analysis, Operational Efficiency, Product Delivery, Project Management, KPI Tracking, Product Lifecycle, Organizational Skills, Communication Skills, Customer Needs, Team Collaboration, User Feedback, Decision Making, SaaS, Cloud Computing, HTML, CSS

Tools : Power BI, Tableau, AWS, Azure, Figma, Canva, JIRA, Visio, Microsoft Office Suite (Excel, PowerPoint), JavaScript

Certifications : Microsoft Certified: Azure Data Fundamentals, Google Project Management, Python Programming, Databricks

Publications : A Comparative Study of Two Market Competitors in the Indian UPI Ecosystem: Paytm and PhonePe

WORK EXPERIENCE

INQUISITE.AI

Durham, NC

Student Consultant

August 2024 – December 2024

- Designed and executed a targeted marketing strategy, acquiring 200+ new users, focusing on user-centered research
- Formulated a go-to-market strategy through competitor analysis of 5 companies using strategy canvas, defining product differentiation features, such as relevance score sorting and mapping
- Identified 4 key pain points (sign-in process, relevance score sorting, reliability score sorting, website usability) by conducting interviews and surveys with 120 users, leading to a 20% improvement in product usability and process improvements

BRANDALIVE.AI

Durham, NC

Student Consultant

August 2024 – December 2024

- Redesigned 3 key product features: conversational chatbot, questionnaire, and community development, based on insights from interviews with 45 military veterans to identify product-market fit
- Defined and managed 4 key success metrics (user signups, cost per acquisition, bounce rate, click-through rates), forecasting a 15% increase in customer acquisition

LARSEN & TOUBRO TECHNOLOGY SERVICES (LTTS)

Bengaluru, IND

Strategy Consultant

September 2023 – June 2024

- Utilized Excel to perform pricing estimation operations, collaborating with cross-functional teams (procurement and finance) to streamline the bulk ordering process, resulting in a 32% cost savings for the client
- Designed an LLM model tracking employee skills and experiences, mapping them to project requirements, resulting in 15% reduction in employee bench time and 12% improvement in client satisfaction
- Utilized Azure Cloud Platform to monitor and assess user log activities, creating actionable insights through Power BI, enhancing managerial decision-making by 20%

BRILLIO

Bengaluru, IND

Data Analyst

December 2022 – September 2023

- Constructed Azure Synapse Analytics pipeline leveraging Spark to execute ETL operations on real-time customer records (1-second latency) and batch-time (1-day) inventory entries, attaining 60% reduction in memory usage
- Consolidated diverse streams into robust data warehouse containing 10 million records for OLAP writing SQL queries, overhauling strategic sales management for marketing team of retail sales chain client
- Led KPI tracking in Power BI, managing 6 key performance indicators (KPIs), boosting operational efficiency by 25%

FRUTH FOODS PVT. LTD

Mumbai, IND

Product and Operations Manager

September 2021 – November 2022

- Collaborated with leadership to define product strategy and secure \$24,500 funding, enabling business expansion, product development, and earning a spot on Shark Tank India Season 1
- Developed an expansion strategy through market research to identify four high-potential markets (USA, Dubai, Nepal, Singapore), resulting in 200% increase in revenues
- Applied Lean Six Sigma methodologies to lead product development initiatives, negotiating and managing vendor contracts, leveraging bulk purchase discounts and long-term agreements, resulting in 13% reduction in costs
- Analyzed website and offline sales channel data to identify trends and insights, implementing e-commerce strategies that improved customer engagement and increased retention rate by 30%

LEADERSHIP EXPERIENCE

Co-Founder | DPInnovate

July 2022 – Present

- Founded and scaled a content agency, using user research and market analysis to improve website functionality by 25%, enhancing UX design and optimization for 17 global clients and generating \$10,187 in revenue