

# Dhwani Thakker

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Experienced Professional with a track record in entrepreneurship, market research, project management, and business insights. I blend data-driven insights with business acumen to innovate and provide user-centric solutions.

## EDUCATION

**Master of Science in Information Management** - GPA - 3.95/4

Sep 2022 - Dec 2023

University of Washington, Seattle, WA

**Bachelors in Computer Science** - GPA - 3.82/4

Aug 2014 - May 2018

University of Mumbai, Mumbai, India

## EXPERIENCE

**Product Manager Intern** | Boeing Employees Credit Union (BECU - payment industry), Seattle, United States

Jun 2023 - Sep 2023

- Recommended a dual-tiered strategy (introductory limits for new customers and higher limits for established customers) based on competitor analysis, anti-fraud strategies, and user data, aiming to cut 21% of Zelle limit-related support calls
- Proposed development of new features such as 'Zelle for Youth' and 'Zelle for Business' by analyzing survey data and identifying friction points in user journey, anticipating an 8% increase in user acquisition, a key metric

**Business Analyst** | Mobisy Technologies - SaaS B2B Startup, Mumbai, India

Sep 2021 - Jun 2022

- Saved \$120K annually by decreasing retail returns by 12% by designing a predictive order model based on historical data, product shelf life, inventory data, etc. by collaborating with the engineering and product team for a dairy products company
- Boosted monthly revenue by 7% of Mobisy by identifying cross-sell opportunities to optimize retail supply chain for 8 FMCG companies using data analysis of sales force and distributor databases
- Reduced retailer stock-outs by 52% and claim disbursements by 75% by translating product needs and developing innovative features by collaborating with cross-functional teams (Development, Product Manager, UX, Data Analytics) for a beverage company
- Revamped stagnant project for a food and agri-business conglomerate by bridging client-engineering communication gaps, introducing weekly meetings and a tracking system, reducing a 50-item backlog to 20-item in 2 months

**Founder** | Qnik B2C Startup, Mumbai, India

Oct 2020 - Sep 2021

**Value proposition** - Qnik - a one-stop shop for buyers and sellers of handmade products, streamlining the custom product marketplace

- Onboarded 20 new artists each quarter through targeted outreach, boosting monthly revenue by 17%
- Achieved a 90% customer satisfaction rating by keeping delivery times to two days by negotiating better terms with logistic partners
- Increased profit margins from 7% to 13% on customer orders by collaborating with artists and crafting mutually beneficial long-term contracts to ensure consistent quality and obtain bulk order pricing

**Market Research Analyst** | NEPA, Mumbai, India

Oct 2018 - Oct 2020

- Drove 33% of total annual revenue (\$86,000) by optimizing performance metrics for prominent Indian sports leagues (IPL, ISL, PKL), enhancing client satisfaction by report automation, and expediting delivery time by 25%
- Presented targeted market entry strategy for an Ed-Tech company by combining insights from customer profiling (Quantitative research) of 1545 individuals across three countries (India, Nigeria, and UK), providing a roadmap for strategic business decisions
- Executed A/B testing for 40+ creative concepts for Amazon Prime Video, leveraging data-centric decision-making to increase the efficacy of marketing materials, resulting in increased engagement by 6% on average
- Eliminated 60% outsourcing (\$20K annually) by leading internship initiative, simultaneously providing mentorship to 20+ interns

## PROJECTS

- Conducted user interviews to understand pain points of students going abroad for education, increasing satisfaction rate through 3 iterations for a prototype designed in Figma from 50% to 90% [Edway - Study Abroad Planning Application](#)
- Guided MVP launch strategy as a Technology Consultant for Ed-Tech company (non-profit) by conducting qualitative interviews and analyzing 450+ students' course buying patterns through Tableau, leading to 20% increase in course enrollments in first quarter

## SKILLS

**Tools & Data Analysis:** SQL, Tableau, Power BI, Google Analytics, Excel, A/B Testing, Data Analysis, HTML, CSS, Jira, Figma, Zoho CRM, Git

**Business:** Competitor analysis, Stakeholder Management, Backlog management, Design Thinking, Agile, Scrum, Prioritize features, Product Roadmap, Go-to-market strategy, Project Management, Sprint planning, Negotiation, Product Requirement Documents (PRDs)

**Customer Experience:** User Persona, User Stories, User Interviews, Customer insights, Surveys, User Journey Mapping