

KAIVALYA POWALE

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EDUCATION

Duke University

Master of Engineering Management, GPA: 3.9/4.0

Coursework: Marketing Analytics, Designing Customer Experience, Marketing, Consultative Sales, Business Negotiation, Finance

Durham, NC

Aug 2018 - Dec 2019

Vidyalankar Institute of Technology

Bachelor of Engineering in Electronics and Telecommunications, GPA: 3.6/4.0

Mumbai, India

Aug 2014 - Jun 2018

SKILLS & TOOLS

Data Visualization: Tableau, Power BI, Tableau Prep, Plotly, Dash, Tidyverse, ggplot

Machine Learning/Statistical Techniques: Linear, Logistic, Ridge, Lasso, Random Forest, PCA, KNN, A/B Testing, Forecasting

Programming Languages/Tools: R, Python, SQL, REST APIs, Jira, Confluence, Trello, InVision, Balsamiq, Excel

Certifications: Professional Scrum Product Owner™ I (PSPO I) - Scrum.org, Professional Scrum Master™ I (PSM I) - Scrum.org

PROFESSIONAL EXPERIENCE

The Research Triangle Park – Boxyard RTP Social Space

Raleigh, NC

Student Consultant

Sep 2018 - May 2019

- Evaluated business models of 15 social spaces to identify 12 KPIs to be monitored which enabled the success of our social space
- Conducted user research across 270 companies to elicit attributes desired by employees that resulted in the final design of Boxyard
- Consolidated a set of recommendations for business development using UX research data to elevate work-life of 75,000+ employees

Travicano – An eCommerce marketplace for travel packages

Mumbai, India

Product Marketing Lead & Co-founder

Jun 2017 - Aug 2018

- Interacted with 50+ potential customers to survey and analyze market validation for the product amongst various demographics
- Strategized and executed plans for go-to-market readiness by enforcing SEO, color branding, digital marketing, and analytics
- Recruited 14 members for product team and mentored them through product development sprints and B2B enterprise partnerships

PROJECT EXPERIENCE

SpotiKai – Web App that provides insights about users' streaming trends on Spotify

March 2020 - Present

- Developed a python app that retrieves data on Spotify playlists or albums using Spotify WEB APIs and uses plotly for visualization
- Designed a user interface using Dash (flask app) that automates 6 API calls, data preparation, and visualizations with one click

Twitch – Real-Time Tableau Dashboard for Game and Streamer Data

Nov 2019 - Dec 2019

- Created an interactive dashboard to display data for top games and top streamers for games based on number of viewers on Twitch
- Accessed Twitch REST API to get live data from Twitch servers using a recurring Python script running on an AWS EC2 instance
- Created a data pipeline to store the data in a database and update the interactive visualization on Tableau every 60 seconds

Survey Analysis for Austin International Airport Passenger Satisfaction – data.gov

Oct 2019 - Nov 2019

- Analyzed survey data from 3,500 passengers over the span of 3 years to identify key factors driving their overall satisfaction
- Conducted EDA and data processing by imputation of missing values using KNN and dimensionality reduction using PCA
- Fitted a Random Forest model to get statistically significant features for overall satisfaction and rank them based on their importance
- Identified top 2 areas for improvement i.e. Arrivals and Speed of baggage delivery that contribute 34% to the customer satisfaction

American Statistical Association – Quantification of Fatigue for Canada Women's Rugby 7s

Apr 2019 - Apr 2019

- Developed a solution to quantify and predict fatigue for 21 players based on their personal health and team's gameplay performance
- Engineered 13 features like jerks and high-speed sprints using 4 datasets including player survey, geospatial, game, and health data
- Predicted performance fatigue using a gameplay model based on objective metrics with an F1 score of 0.92 and an accuracy of 87%
- Defined customized models for all players that informed of feature importance of a player's subjective perception of fatigue

LEADERSHIP ROLES

Cabinet Member & Lead Speaker, Duke Product Management Club

Jan 2019 - Dec 2019

- Mentored product teams for 4 clients to streamline deliverables for products in domains like blockchain, task management, retail
- Developed a learning series to benefit 150 students that gave them hands-on experience in product strategy, lifecycle, and design

Joint General Secretary, Vidyalankar Student Council

Aug 2016 - Jul 2017

- Presided over a student body with 500+ members to drive events for 21 interdisciplinary chapters with a budget of over \$67,000
- Delegated real-time responsibilities to cross-functional teams ensuring flawless execution of 145 events over a 4-day festival
- Raised \$33,000 via targeted sponsorship pitches and sales strategies attracting a footfall of 20,000+ for our annual fest and concert