

Riya Gulhare

MBA (IIM Rohtak) | Ex-Wipro | Tata Aig

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Portfolio Website

Summary

A product enthusiast with a builder mindset, I specialise in early-stage discovery, turning unstructured user pain points into clear product directions backed by strong research and data. Leveraging my background in computer science, an MBA from IIM Rohtak, and 2 years of product-focused experience, I go beyond strategy to actively build AI workflows and working prototypes that bring ideas to life. Currently seeking a Product Management role where I can apply this builder mindset to solve meaningful product problems.

Skills

- **Product Skills** - Product Management, User Research, Market Research, Agile, Stakeholder Management, PRD, Feature Prioritisation, A/B Testing, Go-to-Market (GTM), Product Discovery, Cross-functional Collaboration.
- **Data & Tools** - SQL, Jira, Google Analytics, Excel, Figma(Basic)
- **Tech & AI** - Generative AI, N8N, Automation, java, html, css, LLM, Notion, Replit, Lovable, Supabase

Work Experience

TATA AIG - Product & Strategy Intern | Apr'25 - Jun'25

- Diagnosed **operational friction in claim processing** by executing primary research, capturing real-time pain points and insights from **125 industry insurers**.
- Informed data-driven product strategy by conducting a comprehensive SWOT and competitor analysis of the top 10 marine insurers, to successfully identify **actionable product gaps and market opportunities**.
- Formulated an AI-led process **improvement strategy to directly address the identified claim delays**, pitching a solution with the potential to **reduce manual processing time by ~30%**

Wipro Ltd. - Project Engineer | Mar '23 – Jun '24

- Worked within the QA function in an Agile setup, collaborating closely with product owners, engineers, and designers to validate and **ship 150+ features per release across enterprise telecom brands**, developing a sharp eye for productQuality, user impact, and what makes a feature truly release-ready.
- **Identified and escalated high-impact UX and functional gaps** beyond just test coverage, contributing to a **20% reduction in post-release escalations** of defects and customer-reported issues.

Projects (Self-initiated)

The Whole Truth Foods - website retention & conversion strategy

Diagnosed why The Whole Truth Foods' website, built to establish trust, **wasn't converting that trust into an intuitive ordering and retention experience** as its customer base grew, while 70% of sales flowed through quick-commerce and marketplace channels instead. Built **customer personas** and a **competitive analysis** across D2C nutrition brands to identify why customers defaulted to quick commerce and where the website was failing to close that gap. Build and prioritise **product strategies** and sequenced them into a **4-phase roadmap, shipping the highest-confidence, lowest-effort fixes first**.

AI-Driven D2C Returns Intelligence & Prediction

High operational costs in D2C product returns were driven by **unstructured return workflows** and poor visibility into return reasons. Conducted detailed analysis of returns data and patterns to improve the classification, tagging, and benchmarking of return reasons through an **AI-led automation workflow**. Additionally, introduced a **predictive layer** to identify **high-risk orders early**, enabling proactive operational interventions and reducing potential **revenue leakage**.

AI-Driven Customer Feedback Intelligence & Automation

A thorough deep-dive uncovered the **operational bottleneck** of manually reviewing large volumes of unstructured customer feedback. To address this, conceptualised an **AI-powered classification workflow** that automatically categorises feedback into complaints, feature requests, and compliments. Also, integrated **sentiment analysis** to trigger **real-time escalations** for negative reviews, replacing manual triaging with automated routing and significantly **improving support response times** and overall customer experience.

Education

Indian Institute of Management - Rohtak
Master of Business | Jun '24 – Apr '26

Rungta College Of Engineering & Technology
Bachelor in Technology (CSE) | Jul '18 – Aug '22

Certifications

AI for Product Management from Pendo

Google Analytics Certification

Aws Cloud Practitioner