

Diksha Nasa

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Education

Cornell University, Ithaca, USA

Aug. 2023 – Dec. 2024

M.Eng in Engineering Management

SRM Institute of Science and Technology, Chennai, India

Jun. 2019 – May 2023

B.Tech in Computer Science and Business Systems

Work Experience

Chubb

Student Consultant

Aug. 2024 – Dec. 2024

Global insurance provider

- Conducted *link entity analysis* to evaluate fraud detection solutions, identifying data-driven patterns and vulnerabilities, leading to an estimated \$5M in potential savings by improving detection accuracy and mitigating financial risk.
- Developed a phased implementation strategy using advanced analytics and data integration techniques, presenting actionable insights to senior leadership to strengthen fraud prevention efforts.

Whisker

Product Management Intern

May – Aug. 2024

IoT-powered pet care solutions

- Led the development of a new revenue stream through the introduction of a subscription model, projected to increase revenue by 20% and enhance customer retention by optimizing the overall user experience.
- Led a market analysis for a new product line, identifying key feature gaps that resulted in a 15% reduction in time-to-market by collaborating with engineering teams.
- Conducted A/B testing to enhance user onboarding, resulting in a 12% increase in customer satisfaction by optimizing navigation and UI flow.
- Managed cross-functional collaborations using JIRA, contributing to product roadmaps and KPIs for product features, aligning teams across engineering, design, and marketing.

Tata Consultancy Services

IT Intern

Jul. – Sep. 2022

Multinational IT services and consulting company

- Enhanced ERP system performance by leading an analysis that proposed a scalable development roadmap, contributing to a projected 12% annual cost savings and improved adoption across departments.
- Collaborated with senior leaders to create a business case for IT service enhancements, focusing on decision-making strategies for future technology investments.

Surya Power Solutions

E-commerce Product Manager

Feb. – Apr. 2022

Comprehensive energy solutions provider

- Managed the launch of an e-commerce platform, increasing online sales by 30% through a UX redesign and optimizing the checkout process for seamless user experiences.
- Leveraged data analytics to identify bottlenecks in user behavior, optimizing conversion rates by 15% and increasing the average order value by 25%.

Academic Projects

CureNet - AI-Driven Dynamic Healthcare Information GPT

[Link](#)

- Developed an AI-driven medical GPT leveraging Retrieval-Augmented Generation (RAG) to provide reliable, up-to-date, and source-verified information about rare diseases, achieving an average confidence score of 73%.
- Integrated real-time Google search using a custom search engine and Gemini AI for dynamic content retrieval, reducing information retrieval time by 25% and improving accuracy.

Safematch - AI-Powered Tool for Online Safety

[Link](#)

- Designed and developed an AI-powered tool leveraging Google Reverse Image Search and APIs to detect fraudulent profiles by matching photos with those mentioned in crime-related articles.
- Utilized generative AI and large language models (LLMs) to analyze article context and enhance profile verification accuracy, improving the tool's effectiveness by 30%.

Cornell Graduate Consulting Club (CGCC) - GrowByData Project

[Link](#)

- Conducted comprehensive market analysis for GrowByData, identifying shifts in e-commerce, such as the rise of social commerce and evolving consumer search behaviors.
- Developed a strategic framework for adapting to market shifts, including the impact of privacy regulations and AI, enabling data-driven growth strategies.

Skills

Python, JavaScript, HTML5, CSS3, SQL, React, Git, Data Analytics, Data Visualization, Machine Learning, Deep Learning, Natural Language Processing (NLP), Generative AI, Retrieval-Augmented Generation (RAG), Large Language Models (LLMs), AI Model Training, Product Management, Go-to-Market Strategy, A/B Testing, Agile Methodologies, JIRA, Confluence, Tableau, Figma, Google Custom Search Engine, Market Research, Stakeholder Engagement, MSOffice