Navya Gupta

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EDUCATION

University of Southern California **Expected Dec 2027**
Marshall School of Business
Masters in Business Analytics (STEM)

University of Massachusetts Amherst **May 2023**
Isenberg School of Management Overall GPA 3.78
Bachelor of Business Administration in Marketing, Bachelor of Science in Managerial Economics

EXPERIENCE

Wayfair LLC **Boston, MA**
Senior Associate-Digital Product Merchandising ***Sept 2025- April 2026***
● Partnered with cross-functional stakeholders to craft customer-first merchandising strategies, using product analytics to identify user behavior and conversion drivers across billion-dollar revenue categories to drive 2% YOY market share growth
● Applied LLM models to map customer journeys and analyze conversion funnels, surfacing basket-building & cross-sell opportunities, collaborating with UX & engineering to shape recommendation strategies to deliver $6M+ in revenue over 2 years
● Led 20+ peers as the team's basket-building SME, using conversion and AOV analysis to drive recommendations and converting legacy customer-journey playbooks into LLM-driven practices that cut analysis and strategic build time by 43% to 2 weeks, fast-tracking improvement in onsite experience
● Mentored 15+ new associates, developing onboarding practices that accelerated ramp-up by 30%, building proficiency in analytics tools, metrics interpretation, and data-driven decision-making, reducing implementation errors by 75% in first 6 months

Associate-Digital Product Merchandising ***July 2023- Sept 2025***
● Grew sales +36pp (+$400K pa) and cut product returns -2pp (<$100K pa) through customer behavior analysis and education on product attributes, partnering with content teams to improve findability and build pre-purchase confidence
● Drove +5% YOY customer retention and $300K+ in projected annual savings by leveraging Google BigQuery to conduct customer behavior analysis, competitive benchmarking, and identify assortment gaps, informing a targeted feature launch
● Reduced time-to-list per product by 77% to 14 days across 100+ suppliers by redesigning end-to-end supplier onboarding, authoring content guidelines, and translating supplier data into an intuitive B2C front-end experience
● Secured VP and Director-level buy-in on product roadmaps and agile process improvements, streamlining sign-off requirements, raising operational scalability across the merchandising org to support 2x more product releases per half

Co-op Intern-Merchandising Strategy: Curated/Core Site Navigation ***July -Dec 2022***
● Used SQL, Looker, and Google Sheets, with exploratory data analysis, A/B testing, and competitor research, to optimize department taxonomies and drive 50%+ engagement lift across 3 product categories; launched a “Shop By Room” navigation prototype in 5 geographic markets, adding alternative shopping lanes that returned >$6M annually.

PROJECTS + ACTIVITIES

Trip Match | USC Marshall MSBA AI Case Competition | Winning 1st of 44 teams & 250+ participants ***Oct 2026***
● Identified trust as the barrier to group travel and designed TripMatch, an AI matching app with group-size scoring; shipped 3 changes from prototype testing and planned a phased rollout to cut skipped trips from 74% to under 50%.

Puzzle Table | Vibecoded digital jigsaw puzzle website ***Oct 2026***
● Iterated on piece-sorting and drag-and-drop UX from playtester feedback, adding sorting trays, difficulty guides, and progress tracking; designed a privacy-first jigsaw product where photos turn into custom puzzles with no server storage and progress saves across multiple puzzles, and scoped a monetization roadmap to grow it into a paid product.

Respite Buddy | Product Club Case Competition ***Oct 2026***
● Defined the target user and core problem for Respite Buddy, an AI quiet-spot finder; prioritized MVP filters, curated ~40 spots, and built the monetization model in a 12-hour build to give students a calm place to reset.

SKILLS & CERTIFICATIONS

Technical: SQL, Python, BigQuery, Tableau, PowerBI, Looker, Google Analytics, Excel, A/B testing, Funnel analysis, AI tools, KPI tracking
Certifications: AI Fluency: Framework & Foundations, Claude Academy by Anthropic (Sep 2026)
Languages: Fluent in English and Hindi. Elementary Korean
Interests: Painting, Jigsaw Puzzles, Concerts (30+), Formula 1, Golf