

Sourabh Awasekar

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SUMMARY

Data and AI lead with 5 years building production analytics and LLM-powered products. At amber, lead a 10-person team shipping three AI products (agentic text-to-SQL analyst, transcript-analysis platform, client-facing market intelligence tool) used by 100+ internal users and 50+ UK property groups. Takes AI from prototype to adopted product at under \$0.01 per session.

WORK EXPERIENCE

Lead, Data & Analytics

amber

May 2025 – Present

Pune, India (On-site)

Lead a 10-person data and analytics team (hired 5); report to the CEO. Own the data platform, BI stack and AI roadmap.

- Built amber Prism, an LLM-powered transcript analysis platform for ops quality audits and sales-pipeline insights; adopted by 100+ daily active users across Sales, Ops and Leadership, raising audit coverage from 30% (manual sampling) to 90%.
- Designed amber Ocean, an agentic AI analytics harness (semantic layer, skills, routing, MCP) answering business questions with SQL, charts and RCAs; cost under \$100 per 15,000 sessions, cut ad-hoc data requests by 80%.
- Built amber Radar, a market intelligence product (Next.js, ML forecasting) for demand, supply and pricing analysis; used by 50+ UK property management groups and investors, generating \$30k ARR.
- Migrated 60 Tableau dashboards to self-hosted Apache Superset (saving \$10,000+/year, 25% faster rendering); tuned AWS DMS and Metabase caching to remove 2 Redshift nodes, cut average query runtime from 30 to 10 min and save \$600+/month.
- Run metric reviews with Sales, Ops and Leadership; trained 100+ users to self-serve; automated 20+ reports (Python, Ollama, n8n), saving 40 analyst hours/week.

Lead Business Analyst

Turing

Nov 2024 – Apr 2025

Palo Alto, California, USA (Remote)

Led 6 analysts and 30+ annotators on LLM training projects (Meta Llama 4, GPT-4.5); reported to head of project management.

- Built an NLP pipeline (spaCy, NLTK) that auto-categorizes 200+ weekly feedback items into 8 themes, cutting triage time 75%.
- Developed a classifier that separates AI-generated from human-written content at 80% accuracy on a 100-sample holdout, used to flag AI plagiarism.
- Wrote and reviewed 150+ RLHF and SFT annotations across multimodal projects, improving model performance on MMMU.

Associate Product Manager

5X Data

Oct 2023 – Sep 2024

Singapore (Remote)

Owned onboarding, BI and RBAC for an enterprise data platform; worked with 5 engineers, reported to head of product.

- Wrote PRDs and ran two-week sprints; shipped 15+ features, 5 revamps and 2 products (billing, data apps) in 12 months.
- Designed a usage-based billing system that removed a third-party dependency and saved \$2,000/month.
- Redesigned granular RBAC for enterprise users, unblocking 3 deals worth \$10,000/month.
- Scoped and built custom Streamlit data apps directly with enterprise clients, generating \$20,000/month.

Associate Product Manager, Crimson AI

Jan 2023 – Apr 2023

Product Analyst

Jungle Games

Jun 2021 – Nov 2022

Gurugram, India (Hybrid)

- Built Tableau funnel dashboards and SQL/cron alerts for double-spends and failures, cutting time-to-detect from 1 hour to 5 min.
- Launched a goal-based reward system on the marketing automation tool; A/B tests showed a 20% weekly lift in reactivation and 10% in retention. Shipped 5 tool features (A/B outlier filter, in-app notifications, scratch cards, dynamic variables, spin-the-wheel).
- Designed Poker launch onboarding funnels and growth experiments: INR 1.2 lakh/day (~\$1.4K) within 18 days, growing 5% daily.

PROJECTS

PlectrumLabs

Independent audio products

Oct 2025 – Present

plectrumlabs.com

- Built PluckBoard (practice app with real-time feedback), PluckStem (4-stem separation), PluckMaster (audio mastering) and plectrum.live (in-browser workstation) with Next.js and JUCE. Launched March 2026; 10 organic conversions.

EDUCATION

Birla Institute of Technology and Science Pilani (BITS Pilani)

B.E. Chemical + M.Sc. Chemistry + Minor Degree in Finance

Aug 2015 – May 2021

Goa, India

SKILLS

AI / LLM: Agentic systems, production RAG, LLM evals, prompt engineering, RLHF, SFT, LangSmith, Anthropic/OpenAI APIs, Claude Code

Data: SQL (Certified), Python (Certified), Redshift, PostgreSQL, Snowflake, BigQuery, MongoDB, ETL/ELT, semantic layer

Analytics & BI: Apache Superset, Tableau, Looker Studio, Metabase, GA4, Mixpanel, PostHog, A/B testing, forecasting, RCA

Engineering & Ops: TypeScript, Next.js, React, Node.js, Django, Streamlit, AWS (S3, EC2, Lambda, DMS), Argo CD, Jenkins, n8n