

ABHINAV KUMAR

Portfolio: myportfolio-abhinav.vercel.app

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SUMMARY

- Product and AI Analytics professional with 2+ years of experience working on enterprise CX platforms and conversational AI systems. Experienced in product analytics, workflow optimization, LLM evaluation, and customer experience improvement across global clients, including Samsung and Amazon. Seeking Product Analyst / APM roles focused on data-driven product decisions.

SKILLS

- **Product and Customer Experience:** Product Analysis, Product Lifecycle Management, User Journey Mapping, User Research, Market and Competitor Analysis, Product Metrics, A/B Testing, KPI Analysis, Dashboard Visualization, Product Documentation, PRD Writing, Agile, Scrum, Stakeholder Management
- **Tools and Platforms:** Advanced Excel, SQL, Power BI, Mixpanel, Amplitude, Google Analytics, Jira, Figma, Notion, Sprinklr Unified-CXM Platform, Salesforce / Zoho CRM, Google Workspace, Microsoft Office
- **Soft Skills:** Strategic Thinking, Problem Solving, Analytical Thinking, Cross-Team Collaboration, Communication, Attention to Detail, Time Management, Adaptability

EXPERIENCE

- **Meron Scientific Pvt. Ltd.** New Delhi, On-Site
Product Manager Intern (Full-time) Dec 2025 – Present
 - Supported product lifecycle and market expansion for medical equipment and commercial kitchen solutions through market research, competitor analysis, and CRM insights, contributing to product positioning and sales enablement.
 - Built Excel and Power BI dashboards to track service operations, lead funnels, and revenue opportunities, integrating CRM and analytics data to improve reporting visibility for leadership by **20%**.
 - Developed customer journey maps, service workflows, and product documentation using Notion, improving internal coordination and reducing service response delays by **15%**.
 - Assisted in creating Product Requirement Documents (PRDs), value propositions, and client pitch decks, supporting stakeholder communication and new product line adoption.
 - Represented Meron at the Welbilt–Merrychef stall during AAHAR 2026 (Bharat Mandapam), engaging hospitality operators and startups to showcase high-speed oven solutions and identify partnership and sales opportunities.
- **Sprinklr (Zuru Hire)** Remote
AI Operations and Quality Analyst (Full-time) Dec 2023 - Nov 2025
 - Supported AI-driven Conversational Analytics (CA) and Quality Management (QM) workflows on the Sprinklr Unified-CXM platform for enterprise clients including Samsung, Amazon, BUPA, Zappos, and Air Arabia.
 - Evaluated LLM responses, intent classification, and conversation flows using structured checklists and QA frameworks to improve contextual accuracy and customer experience outcomes.
 - Built Excel-based dashboards and engagement analytics, while configuring macros and rule-engine workflows within Sprinklr to monitor conversation quality, operational performance, and AI response consistency.
 - Identified workflow gaps and contributed to process improvements that increased team productivity by **30%**.
 - Collaborated with ML and product teams to refine automation rules, conversational workflows, and evaluation standards for AI-driven CX systems.
- **DigiSpectrum** Remote
Growth and User Engagement Analyst Jan 2024 – Dec 2025
 - Managed user engagement analytics, content performance tracking, and growth experiments for brands **YB307yt**, **Yaavnika** and **House of Sash** Analyzed user behavior, campaign metrics, and engagement funnels using analytics dashboards, improving audience engagement by **60%**.
 - Designed Instagram creatives and Discord community campaigns using Canva, integrating AI-assisted workflows, SEO-optimized YouTube metadata, and automated engagement strategies.
- **Pan India Consultants Pvt. Ltd** Gurugram - Haryana, On-Site
Software Developer Intern (Full-time) Feb 2023 - Jul 2023
 - Developed and deployed a CMS-based corporate website focused on improving product visibility, catalog discovery, and customer experience.
 - Implemented a dashboard-style admin panel enabling product and marketing teams to manage product listings, content updates, and catalog data efficiently.
 - Automated Real-Time Data Server processes in Python, cutting workload by **80%** and reducing start-up time.

EDUCATION

- **Manav Rachna International Institute Of Research And Studies** Haryana, India
Bachelor of Engineering Technology in Electronics and Communication July 2019 - Oct 2023
Courses: Data structure and Algorithm, Database Management Systems, Python programming, Artificial Intelligence