

# ABHIJAY KUMAR SHAH

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## Education

<b>Vellore Institute of Technology</b> B.Tech in Computer Science & Engineering	<b>Jul 2026 (Expected)</b> CGPA: 8.43 / 10.0
<b>DAV Public School, Dudhichua</b> Senior Secondary (Class XII)	<b>2019–2021</b> CGPA: 9.20 / 10.0
<b>DAV Public School, Surya Vihar</b> Secondary (Class X)	<b>2018–2019</b> CGPA: 9.85 / 10.0

## TECHNICAL SKILLS

**Product & Strategy:** Market Analysis, Product Development, Stakeholder Management, Strategic Planning  
**Data Analytics:** Excel (Advanced Pivot Tables), SQL (Data Analysis), Data Visualization (Dashboards)  
**Business Acumen:** Partner Ecosystem Management, Revenue Modeling, User Research, Negotiation  
**Tools:** Powerpoint (Executive Presentations), JIRA (Project Tracking), Google Analytics

## Projects

### Comfortable Stay – Pricing Model & Partner Ecosystem

Market Analysis, Business Logic, Chart.js

[\[Link\]](#)

- **Revenue Optimization:** Designed a rule-based engine mapping bill values to inventory tiers for dynamic pricing.
- **Partner Ecosystem:** Developed a B2B workflow connecting restaurants and hotels to drive mutual revenue growth.
- **Analytics:** Built interactive dashboards visualizing occupancy metrics to support data-driven operational decisions.

### Store Rating Platform – Customer Feedback Analytics

Data Modeling, Stakeholder Reporting, SQL

[\[Link\]](#)

- **Data Modeling:** Architected a PostgreSQL schema to transform raw feedback into actionable business insights.
- **Reporting:** Designed role-based views to deliver targeted performance metrics to key stakeholders.
- **Compliance:** Implemented Role-Based Access Control (RBAC) to ensure data security and integrity.

### English Tutor AI – Product Solutioning & UX

KPI Tracking, Product Roadmap, AI Integration

[\[Link\]](#)

- **Product Strategy:** Conceptualized an AI-driven solution addressing the market gap for instant feedback.
- **User Experience:** Optimized the interaction pipeline for sub-second latency, directly improving retention.
- **Cost Management:** Managed third-party AI integrations, balancing operational costs vs. performance for the MVP.

### Multi-Video Player – Scalability & Risk Mitigation

Performance Testing, Resource Optimization

[\[Link\]](#)

- **Scalability:** Engineered a system handling 9 concurrent streams to validate product limits under high load.
- **Risk Mitigation:** Implemented automated error detection workflows to ensure continuous service uptime.
- **Efficiency:** Designed algorithms to optimize memory usage across diverse hardware specifications.

## Leadership & Product Management Experience

### Founder & Product Lead

**Jul 2025 – Present**

CatCatchCode — Ed-Tech Initiative

[\[Link\]](#)

- **Market Analysis:** Analyzed learning gaps in the student market to design high-demand educational roadmaps, resulting in a community growth of 100+ active learners.
- **Stakeholder Collaboration:** Managed a cross-functional team of 5, coordinating between content creators and technical teams to ensure timely product delivery.
- **Product Strategy:** Defined the product vision and expansion strategy across LinkedIn and YouTube, analyzing user engagement metrics to refine content offerings.

### Co-Founder & Project Lead

**Sept 2025 – Present**

Satsang Vachan Satsang Seva — Social Impact Initiative

[\[Link\]](#)

- **Partner Ecosystem:** Built and managed relationships with a network of diverse contributors to produce multimedia content for a 200 Million+ user base.
- **Scalable Operations:** Spearheaded a digitization initiative, defining workflows that reduced manual effort by 50% through process optimization.
- **Impact Analysis:** Monitored outreach effectiveness and collaborated with stakeholders to align product output with community needs.

## Certifications

MERN Full Stack Certificate — Apr 2025 [\[Link\]](#)