Contact

www.linkedin.com/in/parthib-deka
(LinkedIn)

Top Skills

Generative AI Tools

Go-to-Market Strategy

UX and Conversion Optimisation

Languages

English (Professional Working)

Hindi (Professional Working)

Japanese (Elementary)

Assamese (Native or Bilingual)

Honors-Awards

CGPA 10 (AISSE 2010)

Certificate of Appreciation

Samsung Excellence Award

Samsung Catalyst Award

Parthib Deka

Product @ Samsung | AI & Analytics in D2C E-commerce | Growth,
CX & Digital Transformation
Bengaluru, Karnataka, India

Summary

Strategic Product Manager with 8+ years of experience building and
scaling digital products across global D2C e-commerce and telecom
domains.

I specialize in AI-driven product innovation, growth analytics,
and customer journey optimization, with a strong track record of
delivering measurable business impact:

Increased e-commerce conversions by 20% and reduced
cancellations by 12% MoM through predictive analytics and UX
enhancements.

Scaled a global anomaly detection platform across 50+ markets,
driving real-time revenue insights for Samsung's D2C business.

Pioneered GenAI-powered solutions in customer support and supply
chain, cutting costs, boosting CSAT, and improving operational
efficiency.

Experienced in global stakeholder management, cross-functional
leadership, and agile product delivery.

Passionate about leveraging data, AI, and customer insights to
design scalable solutions that bridge technology and business
growth. I also enjoy mentoring and contributing to the tech
community.

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Experience

Samsung Electronics
Product Manager - II
February 2023 - Present (2 years 9 months)

Launched and scaled a global Sales Anomaly Detection platform (50+ markets), enabling real-time revenue impact analysis.

Reduced stockout-related losses by 7% and improved model recall rate by 34%.

Improved conversion by 20% and cut cancellations by 12% MoM with predictive delivery times & backorder optimization.

Designed intuitive executive dashboards with automated alerts for global visibility.

Drove UX enhancements (CTR, discoverability, conversions) using customer journey analytics.

Delivered 90% on-time delivery compliance and reduced return rates to 5% through predictive analytics.

Pre-launched GenAI-driven Auto Repair Guide, reducing turnaround time and boosting CSAT.

Nokia
5 years 5 months

R&D Engineer
August 2019 - December 2021 (2 years 5 months)
Bengaluru Area, India

Spearheaded agile delivery of cloud-native telecom inventory systems, leading sprint planning and backlog prioritization.

Enabled rapid modeling of 3G/4G/5G network architecture via automation.

Senior Software Engineer
August 2017 - July 2019 (2 years)
Bengaluru, Karnataka, India

Reduced incident costs by 60% via AI-powered OSS fault detection & recovery.

Improved resolution TAT by ~25% as global SPOC across Asia & Europe teams.

Graduate Engineering Trainee
August 2016 - July 2017 (1 year)
Bengaluru, Karnataka, India

Automated network monitoring modules, saving 264+ manhours per month.

Ericsson India Global Pvt Ltd
Intern (R&D BUSS)
January 2016 - June 2016 (6 months)

• Developed a highly scalable prepaid voucher generation system, enhancing operational efficiency.
• Collaborated with cross-functional teams to maintain the life cycle of prepaid vouchers using next-generation technologies.
• Conducted thorough testing and optimization, resulting in a 20% reduction in processing time.
• Gained hands-on experience in R&D processes within a leading telecommunications company.

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Education

SPJIMR SP Jain Institute of Management & Research
Master of Business Administration - MBA, Information Management

SRM University (Sri Ramaswamy Memorial University)
Bachelor of Technology (B.Tech.), Computer Engineering · (2012 - 2016)

Army Public School Narangi
Science · (2012)