

Bharath Vishal M

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Dynamic Product Analyst with 3+ years of experience in energy automation and electronics. Expertise in data analysis, product management, and marketing strategy, driving 15% market share growth and \$3M in annual revenue at Abracon. Skilled in Power BI, Excel, and cross-functional collaboration to optimize product roadmaps, enhance customer satisfaction, and improve operational efficiency. Proven track record of exceeding goals and driving profitability.

EDUCATION

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| • Master of Science(MS in Artificial Intelligence and Machine Learning) CGPA- 6.1 Christ Deemed to be University | 2025-Present |
| • Master of Business Administration (MBA) (Marketing) CGPA- 6.1 Christ Deemed to be University | 2020 – 2021 |
| • Bachelor of science (BSc) (Physics) CGPA - 6.5 Srimad Andavan arts and science college | 2016 – 2019 |

PROFESSIONAL EXPERIENCE

Operations Analyst (Byjus) June 2021 - Jan 2022

- Experience in data management, including cleaning, transformation, and analysis, using tools like Excel, Salesforce, and LMS. Skilled in data quality assurance, report generation, and customer service tasks related to billing and collections.

Senior Product Analyst (Schneider Electric)-Global Marketing and E-Commerce(B2B SAAS) Jan 2022 – Dec 2024

- Spearheaded product launches, optimizing nomenclature, categorization, and tag management, which reduced product errors by 20% and improved search functionality.
- Developed and executed market research strategies, identifying key segments and driving a 25% increase in market share of EcoXstructure products
- Built and maintained Power BI/Excel dashboards to track KPIs, providing insights that increased sales conversion rates by 12%.
- Enhanced product categorization and data management, improving internal alignment and reducing information search time by 40%.
- Led TAM, SAM, and SOM analyses to identify growth opportunities, resulting in a 15% increase in product portfolio profitability.
- Streamlined marketing collateral creation and conducted customer feedback analysis, leading to a 25% reduction in production time/costs and an 18% increase in customer satisfaction.

Product Analyst (Abracon)- Global Product Management Jan 2025 - Present

- Developed and executed product roadmaps for the passive components portfolio, driving a 15% increase in market share and \$3M in annual revenue from 5 new products.
- Led cross-functional teams to reduce production costs by 10%, while maintaining quality, and enhanced product features, resulting in a 20% increase in customer satisfaction.
- Optimized product adoption by 25% through refined go-to-market strategies and key messaging for target customer segments.
- Managed and prioritized product backlogs, ensuring 80% of features were delivered on time and within budget, in alignment with strategic objectives.
- Introduced new semiconductor products, generating a 30% revenue increase and reducing time-to-market by 20% through collaboration with R&D teams.
- Drove product lifecycle management, delivering products that contributed \$2M in revenue within the first year and achieving 25% ROI on all product lines.
- Led customer feedback sessions, reducing post-launch product issues by 40%, improving customer loyalty, and minimizing support costs.

SKILLS

Jira | Trello | Asana | Monday.com | ClickUp | Productboard | Aha! | Roadmunk | Airfocus | Amplitude | Mixpanel | Google Analytics | Tableau | Power BI | Typeform | SurveyMonkey | Hotjar | UserTesting | Confluence | Notion | Miro | Coda | Slack | Figma | Adobe XD | Sketch | InVision | Canva | Photoshop | After Effects | Premiere Pro | Microsoft 365 | Dynamics | SharePoint

AWARDS & CERTIFICATIONS

- Google Project Management – Professional Certificate
- Awarded as Talent Wizard by Schneider Electric L&D team for most number of hours in learning courses for 2023-2024 in Coursera at a National Level.

PROJECTS

- [NETFLIX – Products Portfolio- Live telecast, Audiobook and Group watching](#)