Nischay Verma

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SUMMARY

Results-driven Product Analyst with over **1.5 years of experience** in driving the development and strategy of product modules at Sprinklr Insights. Successfully **increased news coverage by 35%** and **completed integration for over 5 sources**, while **preventing churn of $3 million** by increasing customer satisfaction through innovative solutions and efficient processes. Passionate about leveraging **analytical expertise** to tackle complex challenges and deliver impactful product outcomes.

WORK EXPERIENCE

Sprinklr   **Mar. 2024 – Present**
(SaaS) Customer Experience Management (CXM) Platform
Senior Product Analyst   *Gurugram, India*

- **Promoted to lead data strategy** for **Sprinklr Insights**, managing a team of **2** and overseeing vendor renewals and **budget allocation ($7 million)**.
- **Integrated TikTok's beta program for listening**, the first platform offering beta capabilities to fetch **@ and # tagged mentions** sorted by likes; created a **real-time dashboard** to provide direct insights.
- Led the **integration of Weibo, Kuaishou, and Xiaohongshu**, increasing Sprinklr's data pool by **5.5 billion mentions**, ensuring comprehensive social media coverage compared to competitors.
- **Expanded Sprinklr's online news sources by 230K news domains** through a strategic partnership with **Opoint**, boosting media coverage by **35%**.

Sprinklr   **Jul. 2023 – Mar. 2024**
Product Analyst   *Gurugram, India*

- **Revamped First Party Data Ingestion system**, leading to a **40% increase in client submitted data** via a streamlined Excel-like interface, enhancing user experience.
- **Rescued HP account from a $3M churn risk** by introducing custom solutions, including an **attendance tracker** and **competitor benchmarking**, restoring client satisfaction to "healthy."
- **Conceptualized and developed a machine learning feature** for **Microsoft SIP** using an in-house GPT model, achieving **85% accuracy** in identifying user workplaces from bios on **X and Quora**.

Better Ed Co.   **Sep. 2021 – Feb. 2022**
Product Intern   *Remote*

- Improved **subscription rates by 50%** through operationalizing drop-in lessons and optimizing user acquisition journeys.
- Identified and targeted customer segments for art and piano verticals, resulting in a **30% increase in user retention**.

EDUCATION

Netaji Subhas University of Technology   **2023**
B.Tech. Instrumentation and Control Engineering   *New Delhi*

- Graduated with **First Division Distinction (8.21 CGPA)**; GPA of **9.0** in 3rd and 7th semesters.
- **Vice President of Finance and Economics Society** (2021-2022), managing a **24-member team** and organizing the **Finance and Economics festival of NSUT** for **2000+ students**.

SKILLS

Product Roadmap Planning, Stakeholder Management, Feature Development and Launch, Customer and Market Insight, User Story Mapping, Agile/Scrum, SQL, Excel, Jira