

# Sayed Muhammed Jiyad

Product Manager — Business Analyst

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## Professional Summary

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Product Manager and Business Analyst with experience delivering SaaS, data-driven, and analytics-led products from concept to launch. Strong expertise in product discovery, PRDs, stakeholder collaboration, dashboards, and Agile execution. Proven ability to translate business problems into scalable solutions using user research, metrics, and structured decision-making.

## Core Skills

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**Product Management:** Product Strategy, Product Discovery, PRDs, User Stories, Roadmapping, MVP Definition, Feature Prioritization, Backlog Grooming, OKRs, Go-to-Market Strategy

**Business Analysis:** Requirements Gathering, BRDs, FRDs, Use Cases, Acceptance Criteria, Stakeholder Management, Process Mapping, Gap Analysis

**Data & Analytics:** Power BI, SQL, Excel, Python, Pandas, Data Modeling, DAX, KPI Analysis, Dashboarding, A/B Testing

**Tools & Platforms:** Jira, Confluence, Notion, Figma, Supabase, Power BI, Google Sheets, GitHub

## Professional Experience

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### Product Manager Intern Kissa App

May 2025 – Dec 2025

- Supported product decisions using user behavior, engagement, and revenue insights.
- Conducted user interviews and usability testing; translated insights into UI and feature improvements.
- Assisted in implementing AI-driven automations that improved personalization and increased conversion by **15%**.
- Collaborated with leadership on roadmap planning, KPI tracking, and product documentation.

## Projects

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### Templately — Multi-Vendor Digital Product Marketplace (SaaS) *Role: Product Manager — Developer*

- Led end-to-end development of a creator-first marketplace for templates, plugins, presets, software, and AI workflows.
- Defined product vision, MVP scope, success metrics, and authored PRDs covering user journeys and requirements.
- Designed wireframes and UI flows using Figma and validated usability before development.
- Built frontend using React and Tailwind CSS and backend using Supabase (Auth, Postgres, Storage, RLS).
- Integrated Razorpay for payments, refunds, and seller payouts.

### Amazon Sales Data Analysis with AI Chatbot

- Built an analytics solution analyzing YTD and QTD sales, product performance, and customer reviews.

- Integrated an AI-powered chatbot for natural-language querying of business metrics.

## Education

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**Master of Computer Applications (MCA)**  
College of Engineering, Chengannur

2023 – 2025

**Bachelor of Computer Applications (BCA)**  
MES College Kunnuvara

2017 – 2020

## Certifications

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- Product School — Artificial Intelligence Micro-Certification
- Product School — Product Strategy Micro-Certification
- Pendo — Product Discovery Certification
- LinkedIn Learning — Business Analyst & Project Manager Collaboration
- Tata (Forage) — Data Visualization
- Deloitte (Forage) — Data Analytics
- NPTEL — Cloud Computing
- GeeksforGeeks — Product Management