

# 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. Comfortable working hands-on with design, engineering, and leadership teams.

## 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 Kissa App

May 2025 – Dec 2025

- Led product decisions using user behavior, engagement, and revenue insights supported by structured planning and prioritization frameworks.
- Conducted user interviews and usability research; translated insights into UI improvements, feature enhancements, and wireframes.
- Implemented AI-driven automations to improve personalization and operational efficiency, resulting in a **15% increase in conversion**.
- Partnered with leadership on product strategy, roadmap planning, and KPI definition to support fundraising and investor discussions.

### Associate Product Manager Functionary Labs Pvt Ltd

Jan 2022 – Mar 2023

- Gathered and translated requirements from stakeholders, users, and internal teams into PRDs, user stories, and acceptance criteria.
- Supported Agile delivery through sprint planning, backlog grooming, daily stand-ups, and close collaboration with engineering teams.
- Reviewed designs to ensure alignment with user needs, business goals, and technical feasibility.
- Participated in user interviews and usability testing to validate assumptions and improve product-market fit.
- Monitored post-launch performance, tracked issues, and maintained accurate product documentation.

## Projects

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### **Templately — Multi-Vendor Digital Product Marketplace (SaaS)**

*Role: Product Manager — Developer*

- Led end-to-end product development of a creator-first marketplace for templates, plugins, presets, software, and AI automation workflows.
- Defined product vision, MVP scope, success metrics, and authored a comprehensive PRD covering user roles, journeys, and functional and non-functional requirements.
- Designed low- and high-fidelity wireframes and UI flows using Figma; validated usability prior to development.
- Built frontend using Antigravity, React, and Tailwind CSS; implemented backend with Supabase (Auth, Postgres, Storage, RLS).
- Integrated Razorpay for payments, refunds, webhooks, and seller payouts.

### **Amazon Sales Data Analysis with AI Chatbot**

- Built an end-to-end analytics solution analyzing YTD and QTD sales, product performance, and customer reviews.
- Integrated an AI-powered chatbot for natural-language querying of business metrics.

### **T20 World Cup Cricket Data Analytics — Best 11 Selection**

- Scraped and transformed match data using Python and Pandas.
- Built Power BI dashboards with DAX to select a data-driven Best 11 team.

## Education

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### **Master of Computer Applications (MCA)**

2023 – 2025

College of Engineering, Chengannur

### **Bachelor of Computer Applications (BCA)**

2017 – 2020

MES College Kunnukara

## 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