

Shiv Palit

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PROFESSIONAL EXPERIENCE

Warner Bros. Discovery

New York, NY

Senior Product Manager, CX Data & AI

June 2023 – Present

- Lead and manage the CX Data & AI team at Warner Bros. Discovery, delivering scalable, insight-driven data products that unified customer feedback across support, social, and app ecosystems to inform operational and product strategy.
- Oversaw KPI design, model performance evaluation, data integrations, and retrieval-augmented generation (RAG) requirements for the company's first customer-facing GenAI assistant, guiding vendor selection and executive decision-making.
- Established product roadmaps and success metrics for data platforms supporting 10K+ daily customer interactions, improving service level agreements (SLAs) compliance, customer satisfaction (CSAT), and visibility into product experience.
- Delivered a real-time, end-to-end LLM-powered tagging solution that monitored live case updates and automated multi-level classification with 85%+ precision and <2-minute latency, replacing manual workflows and generating \$1.5M in annual savings.
- Launched a self-service content localization platform supporting 6+ global markets and 30+ languages, automating HTML article translation and deployment to reduce turnaround time by 95% and save \$200K annually.
- Built an LLM-powered clustering framework for exploratory research and feedback synthesis, increasing analysis throughput by 6.6x and reducing reporting time by 70%, enabling faster insight delivery for business teams.
- Directed development of Salesforce-to-Databricks pipelines and governed data infrastructure to ensure compliance, standardization, and privacy through full anonymization and regional data controls.

DAS42

New York, NY

Associate Analytics Consultant

October 2021 – June 2023

- Implemented a Looker BI platform for a B2C client, enabling a 285% increase in annual subscription revenue to over \$100M through improved analytics visibility and decision-making.
- Developed cross-functional data models and Looker dashboards linking acquisition cost, retention, and lifetime value to support data-driven acquisition of 130K+ active subscriptions.
- Designed a subscription retention model and forecasting algorithm using SQL, LookML, Python, and Streamlit to calculate expected churn and customer lifetime value, introducing new KPIs and branch-level performance metrics.
- Engineered data pipelines using Google Cloud Platform and Airflow to integrate subscription, marketing, payroll, timecard, and call center data into a centralized data warehouse.
- Partnered directly with client Board members to define branch-level KPIs, design scalable data infrastructure, and produce monthly revenue and retention analytics to guide strategic planning.

Pura Vida Investments

New York, NY

Data Science Engineer

August 2020 – October 2021

- Built and automated data pipelines using Heroku, PostgreSQL, Redis, and Python to aggregate 25+ alternative data sources, reducing manual research overhead and saving analysts an average of 6 hours per day.
- Engineered research dashboards in Streamlit to centralize access to datasets, interactive analytics, and real-time insights for investment research teams.
- Deployed NLP algorithms that collected and performed sentiment analysis on 100K+ posts and comments daily from online discussion boards, tracking public sentiment around portfolio companies and top-performing stocks.
- Designed and implemented clustering algorithms using PCA, Dynamic Time Warping, and KMeans to identify groups of assets exhibiting correlated trading behavior and uncover hidden relationships in financial markets.
- Designed signal-detection solutions to identify early indicators of portfolio company performance using alternative data sources such as corporate flight activity, social media sentiment, and web-scraped operational metrics.

EDUCATION

Johns Hopkins University, Whiting School of Engineering

Baltimore, MD

Master of Science, Data Science

Expected December 2025

Davidson College

Davidson, NC

Bachelor of Arts, Economics; Minor in Data Science

December 2019