Shubham Agrawal

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EDUCATION

Warwick Business School, **MSc Business Analytics**   **Coventry, United Kingdom**
- Awarded Merit Scholarship
- Active member of Warwick Entrepreneurs Society
- Modules include: Business Statistics, Analytics in Practice, Optimisation Models, Financial Analytics

WORK & LEADERSHIP EXPERIENCE

Warner Bros. Discovery – Associate Product Manager   *Mar 2025 – Present*
- Leading the Milano Cortina 2026 Olympics initiative, fully owning the iOS and Android user experience, with a projected 30% uplift in TNT/Eurosport app usage.
- Delivered a 20% increase in subscriptions through contextual promotions and subscription funnel optimisation.
- Improved deep-link user journey completion by 16% via in-app notifications and AI-driven testing strategies.

Sprinklr – Senior Product Analyst   *Jul 2023 – Aug 2024*
- Spearheaded the integration of online and offline conversion tracking within Sprinklr, enabling the measurement of the impact of digital campaigns on both in-store and online sales. This enabled clients to gain a comprehensive view of the customer journey and revenue attribution, leading to a reported 3X increase in ROI.
- Led the development of an Adoption Model for the Advertising Suite, identifying inefficiencies in user flow and optimising access, resulting in a 20% increase in feature usage across the client base.
- Contributed to the development of an AI-powered chatbot, reducing time to insights to under 45 seconds by enabling users to obtain detailed information through intuitive text prompts, significantly enhancing operational efficiency.

THE – Product Management Intern   *Dec 2022 – Apr 2023*
- Built a churn prediction model using Python during a company-organised hackathon, winning first place by identifying 125,000 users at risk of churning within the next financial year.
- Enhanced the effectiveness of mailer campaigns through A/B and multivariate testing, refining content delivery and user targeting. Leveraged insights to develop a Subscription Revenue Model, proposing a roadmap to increase annual revenue by £5M.

Ericsson – Data Analytics Intern   *May 2022 – Jul 2022*
- Optimised the SLA ticket resolution process by introducing predefined actions and message templates in the chatbot, resulting in a 36% reduction in SLA breaches and improving team efficiency.

EXTRA-CURRICULAR EXPERIENCE

SONA Decision Research Student   *Sep 2024 – Present*
- Contributed to 5+ research studies on business psychology and human decision-making at Warwick Business School.

The Duke of Edinburgh's Award (DofE)   *May 2017 – Jun 2019*
- Organised and conducted financial literacy workshops for over 500 underprivileged students to raise awareness about personal finance, investment and essential money management skills.

PUBLICATIONS

Determining the Accuracy of Reinforced Model via Sentiment and Technical Analysis as a Stock Market Prediction Technique:
Developed a Python-based hybrid LSTM model with real-time Twitter sentiment analysis for stock market prediction, achieving over 85% accuracy on a dataset of 20,000+ tweets and enhancing trend prediction insights for investors.
(https://doi.org/10.1007/s10660-024-09874-x) and (https://link.springer.com/article/10.1007/s10660-024-09874-x)

SKILLS AND INTERESTS

IT SKILLS: Python, SQL, Power BI, C++, R, Tableau, Google Analytics 4, Adobe Analytics, Figma, G-Suite, MS Office