

Sneha Sarkar

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Professional Summary

Aspiring Product Management professional with a strong foundation in business analysis, user journey mapping, and data-driven decision-making. Experienced in building CRM and AI-based projects, defining structured workflows, and translating user needs into scalable product solutions.

EDUCATION

VIT Bhopal University
BTech in CSE(AIML)

June 2022 pursuing
8.81 CGPA

SKILLS

Expertise: Product Requirement Documentation (PRD), User Story Writing, Feature Prioritization (MoSCoW), Product Lifecycle Understanding, User Journey Mapping, KPI Tracking, A/B Testing Basics, Requirement Gathering, Stakeholder Management, Cross-Functional Coordination

Languages: Data Interpretation for Product Decisions, Insight Generation, Funnel Analysis, Structured Problem Solving, Root Cause Analysis, Logical Reasoning, Hypothesis Testing, Decision Support

Frameworks: Customer Journey Mapping, Lead Management & Lifecycle Tracking, Workflow Design, SaaS Business Understanding, Product Metrics Analysis, Conversion Optimization Thinking

Tools: Excel (Advanced – Pivot Tables, VLOOKUP, Data Cleaning), Google Sheets, Dashboard Reporting, Data Visualization, Documentation, Presentation Tools, Collaboration Platforms, Cloud-Based Tools Awareness

Professional: Strong Verbal & Written Communication, Analytical Thinking, Stakeholder Coordination, Team Collaboration, Time Management, Adaptability, Learning Agility, Problem Ownership

PROJECTS

AI-Powered Conversational Chatbot

Conversational AI, Automated Customer Support, Natural Language Understanding, Product Requirement Understand

- Identified user pain points and defined structured conversation flows aligned with business requirements to improve support efficiency.
- Translated customer queries into automated workflows, enhancing user experience and enabling scalable engagement.

CRM-Based Lead Management & Sales Insights System

Sheets, Data Analysis, Data Visualization, Funnel Analysis, Workflow Design, Lead Lifecycle Management

- Designed a structured lead lifecycle tracking system and analyzed funnel drop-offs to identify conversion improvement opportunities.
- Translated sales data into actionable insights and dashboards to support product decisions and optimize user engagement strategies.

WhatsApp Chat Analyzer - Business Insights Project

Customer Interaction Analysis, Data Reporting, Visualization-Based Insights, Product Metrics Understanding ([GitHub](#))

- Analyzed user interaction data to identify engagement patterns, retention signals, and behavior trends influencing product decisions.
- Translated raw communication data into structured dashboards and actionable insights to support feature improvements and user experience optimization.

EXPERIENCE

TEACHNOOK ROBOTICS

Feb 2023 – May 2023

Robotics Intern

Remote

- Collaborated with cross-functional teams to understand requirements and communicate solutions clearly.

CERTIFICATIONS & ACHIEVEMENTS

- Solved 550+ coding problems across multiple platforms ([Link](#))
- AWS Certified Cloud Practitioner ([Link](#))