Mir Sha Nowaz

Bengaluru, Karnataka, India | +91-8346864414 | shanowazmir@gmail.com | linkedin.com/in/mir-sha-nowaz-0054042a9 | Portfolio

Professional Summary

Associate Product Manager aspirant with hands-on experience in user research, product discovery, and cross-functional execution at Zepto (quick commerce) and AI Palette (AI data product). Translates user feedback and data into prioritized requirements, partnering with Product, Analytics, Engineering, and operations teams – including research with 30–40+ ground users across multiple cities. Skilled in PRD inputs, SQL-driven analysis, Figma wireframing, success-metric tracking, and stakeholder management in fast-paced, cross-functional environments.

Professional Experience

Strategy Executive — Bengaluru
Zepto — *June 2026 – Present*

- Conducted user research and product discovery with 30–40+ ground users, riders, store/Cluster Managers, and franchise operators across multiple cities; identified recurring usability and workflow gaps and translated feedback into prioritized product requirements and feature improvements
- Partnered with Product, Analytics, and Engineering to improve internal products and workflows, contributing to problem definition, requirement documentation, user flows, workflow logic, validation, and post-implementation feedback; supported improvements to Zepto's internal tools (Pacman and WMS Trip Tracking)
- Evaluated and helped prioritize improvement opportunities by user impact, frequency, business criticality, cost, and operational impact; presented data-backed recommendations and aligned cross-functional teams on priorities and execution
- Identified a recurring manual reporting bottleneck and collaborated with the Analytics team to define data requirements and automate the workflow; validated automated outputs against the existing manual process for one week, eliminating recurring manual data-cleaning steps from a 15–20 minute daily process
- Used SQL, Superset, and dashboards to analyze performance trends, identify root causes, and measure outcomes; led cross-functional RCA discussions, translated insights into action plans, and tracked data to validate that solutions resolved recurring problems

Market Research Analyst – Data Product Team — Bengaluru
AI Palette — *Aug 2025 – Jun 2026*

- Collaborated with Product Managers and Data Engineers to convert market research and competitive intelligence into product requirements, PRD inputs, feature definitions, and roadmap priorities for an AI-driven insights platform used by global CPG clients
- Led product discovery efforts through regional analytics, user signal analysis, and competitive benchmarking to identify user pain points, market gaps, and feature opportunities influencing product strategy decisions
- Sourced, cleaned, and validated data from social media, search engines, and e-commerce platforms while implementing data quality frameworks, improving data discovery TAT by 20%, reducing downstream errors by 25%, and cutting analysis turnaround time by 12.6%
- Executed product analytics and social listening workflows (sentiment analysis, hashtag tracking, conversation mapping) to improve signal accuracy by 15%, directly supporting feature prioritization and positioning decisions
- Supported roadmap planning and stakeholder reviews by presenting insights mapped to KPIs, success metrics, and business impact, enabling data-driven product decisions

Junior Site Manager — West Bengal
Surovi Construction & General Order Suppliers — *Aug 2022 – Apr 2024*

- Led end-to-end execution of 5+ infrastructure projects, managing timelines, budgets, risks, and cross-functional teams of 15–20 members, ensuring on-time and within-budget delivery
- Drove process optimization initiatives using cost, resource, and performance data, resulting in 15% cost optimization through improved workflows and resource allocation
- Acted as primary stakeholder point of contact, gathering requirements, translating them into execution plans, prioritizing work, and resolving delivery blockers

Skills

Product Management: User Research, Product Discovery, Requirements Gathering, PRD Development, Feature Prioritization, Product Roadmapping, Product Strategy, Product Analytics, Success Metrics & KPIs, User Flows, Figma (Wireframing & Prototyping), Agile Methodologies, Stakeholder Management, Cross-Functional Collaboration

Analytics & Research: Market Research, Competitive Intelligence, Regional Analytics, Social Listening, Sentiment Analysis, Trend Analysis, Consumer Insights, Root Cause Analysis (RCA), Dashboard Reporting, Data Validation, Data Mapping, SQL (MySQL), Microsoft Excel (Advanced), Python (Basic), Data Visualization, Superset, WMS

Business & Leadership: Business Analysis, Operational Strategy, Cross-Functional Collaboration, Problem Solving, Critical Thinking, Project Management, Process Optimization, Communication, Presentation Skills

Education

Bachelor of Engineering, Civil Engineering — 2022
Visvesvaraya Technological University

Certifications

Aha! Product Management Professional Certificate | PMI Product Management: Building a Product Strategy | PMI Product Management: Building a Product Roadmap | PMI Data-Driven Decision Making for Business Professionals | IIBA Business Analysis Fundamentals