

Pritom Bhowmik

Product Analyst | AI-Driven Insights & Experimentation

Parsippany, New Jersey | bhowmik01dev@gmail.com | 862-399-9031

LinkedIn: linkedin.com/in/bhowmikpritom | **GitHub:** github.com/pritom02bh | **Portfolio:** pritom02bh.github.io

WORK EXPERIENCE

Sentari AI – New York City, NY

Product Management Intern

June 2024 – Present

- Analyzed **200+** journaling sessions, contributing to a **10%** boost in prompt engagement in early user testing.
- Collaborated with engineering on prompt delivery and design tweaks to address key drop-off patterns in onboarding flow.

Data Science Lab – Montclair State University, New Jersey

Researcher – Product Analytics & AI Systems | Adviser: Dr. Hao Liu

January 2024 – May 2025

- Built RAG-based AI assistant for user behavior analysis, reducing product insight generation & experimentation time by **90%**.

Upwork – Dhaka, Bangladesh

Data Analyst (Remote)

June 2021 – December 2023

- Ran A/B tests on **4K+** users, uncovering an **8%** sign-up uplift, driving a full rollout of the optimized patient portal homepage.
- Built Power BI dashboard analyzing **10K+** sessions; identified friction that drove a **15% boost** in Week 4 retention.
- Analyzed post-launch metrics to identify a **25%** rise in engagement among core patient cohorts.

PROJECTS

AI Feature Launch – Personalized Prompt Generator for Mental Wellness App

- Identified a **40%** prompt skip rate in user data and led design of AI-generated suggestions based on sentiment history.
- Coordinated **agile sprints** with design and engineering team to ship MVP in under 4 weeks and launch early pilot testing.
- Improved prompt engagement by **22%** and reduced skip rate by **35%** in initial user cohort.

Predictive Churn – Subscription Renewal Engine (Broadband Entity)

- Reduced churn by **18%** by identifying early churn indicators through user behavioral and engagement data analysis.
- Performed product experimentation on personalized retention nudges, improving subscription renewal rates by **12%**.

Usage Analytics | Healthcare App

- Analyzed SQL usage data from **50K+** users to identify low engagement with default medication reminders.
- Collaborated with product and UX team to launch smart refill reminders, improving weekly adherence by **14%**.

SKILLS

Product Analytics: A/B Testing, Funnel Analysis, Cohort Retention, Feature Adoption, User Churn & Engagement Metrics

Tools & Platforms: SQL, Python, Tableau, Power BI, Excel, Amplitude, Google Analytics 4, Visio, Jira, Aha!, Confluence

Strategy & Methods: Experiment Design, Agile Delivery, Product Impact Analysis, User Behavior Insights, Roadmap Prioritization

Data Science & AI: Agentic RAG, Prompt Engineering, Machine Learning, Deep Learning, Model Fine tuning

Interpersonal: Data Storytelling, Stakeholder Engagement, Cross-functional Collaboration, Executive-Level Presentations

EDUCATION

Montclair State University – Montclair, New Jersey

Master of Science (MS) in Data Science | GPA: 3.97/4.0

August 2023 – May 2025

- Honors: Alpha Epsilon Lambda Honor Society**

Institute of Engineering and Management – Kolkata, India

Bachelor of Technology (B. Tech.) in Computer Science

August 2016 – July 2020