



# Am. Jandaghian | Data Analyst x Product Manager

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Product-minded Data Analyst bridging analytics and decision-making, with experience analyzing AI and OTA e-commerce to identify user behavior patterns, optimize funnels, and translate data into clear narratives that drive measurable product and business outcomes.

## Professional Experience

### Product Data Analyst | Hy24, BC, Canada · Remote

Oct 2024 - Nov 2025 (1 yr 1 m)

AI Agent Building platform and consulting, helping startups & enterprises ideate, build, and deploy AI agents using no/low-code solutions

- Performed scenario-based pricing analysis that enabled a B2C subscription launch, contributing to **~29% conversion uplift** and **~18% ARPPU** growth.
- Developed **Superset dashboards** using custom **SQL** to track core KPIs, supporting monthly executive reporting and daily operational monitoring.
- Used **Python** scripts and **Google Sheets** to automate data cleaning and aggregation for post-release feature analysis and financial reporting.
- Led an end-to-end **B2C experience redesign** to reduce user friction and cognitive load, resulting in a **42% conversion uplift** and **35%+** growth in messages per user, the core engagement North Star metric.
- Proposed and executed a strategic pivot to a B2B revenue stream, achieving **~50%** of total revenue and **~80x** higher ARPU than B2C, with minimal incremental operational overhead.
- Partnered with clients as a consultative PM, translating business needs into agentic AI workflows and conversational solutions during B2B sales discovery.

### Product Analyst & Product Manager | Alibaba Travels Co. (International Venture), Tehran, Iran

Oct 2021 - Oct 2023 (2 yrs 2 mos)

Online travel agency for English and Arabic-speaking Middle Eastern markets founded by Alibaba.ir Group in 2021.

- Analyzed and optimized operational workflows, leading to a **~30% reduction** in cost per order through automation, FAQ development, and data-driven process improvements.
- Leveraged user behavior analytics to enhance UX by optimizing flight listing performance and availability, and personalizing registration, search, and exploration flows, driving a **~140% increase** in main funnel conversions within one year.
- Integrated advanced data-tracking systems, adding 100+ **Amplitude** events and adopting tools like UXCam, Hotjar, and Clarity. Transformed customer feedback into quantifiable metrics for iterative product improvements and continuous customer-centric innovation.
- Launched the Hotel business line, overseeing internal panel, operational process, and customer-facing application development, resulting in a **~2% GMV** increase within 6 months.

### Product Analyst | Irapardaz.ir, Tehran, Iran

Apr 2021 - Oct 2021 (7 mos)

Crowd-sourcing data platform processing 400K+ daily tasks via 60K+ human contributors integrated with AI models.

- Utilized SQL to extract, analyze, and present actionable insights, addressing business questions and supporting finance and sales teams with tailored reports to guide strategic decisions.
- Built and launched a B2B product with tailored pricing framework for projects and service lines, ensuring cost-effectiveness and scalability of client acquisition.
- Orchestrated end-to-end rollout of key service lines (labeling, tagging, and voice-to-text)
- Analyzed and implemented new solutions for service enhancements, improving products like STT, TTS, OCR, and handwritten transcription to meet emerging client needs and data accuracy score.

### Internships in Product Management | AloPeyk (On-demand Delivery) & Clevercodes, Tehran, Iran

2020 - 2021 (1.5 yrs)

## Education

### Management Engineering (M.Sc.) - Business Analytics | Politecnico di Milano, Milan, Italy

2023 - 2026

Thesis: Prediction of Advertising Recall Using Representation Learning on EEG-Based Data

Implemented an end-to-end machine learning pipeline to predict unaided advertising recall by combining high-dimensional EEG signals with behavioral survey data from 600 participants. The study compares classical EEG feature engineering with modern temporal representation learning models to evaluate trade-offs between predictive performance, computational cost, and practical deployability in marketing analytics.

Related Courses:

- Analytics for Business Lab
- Applied Statistics
- Data Science & Artificial Intelligence Academy (Supplementary Courses) - [Link](#)
- Machine Learning
- Digital Technology
- Marketing Analytics
- Advanced Performance Measurement

### Industrial Engineering (B.Sc.) | Iran University of Science and Technology, Tehran, Iran

DataCamp (Machine Learning, Data Analysis Path, Developing AI applications) - [Link](#)

## Skills & Tools

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- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn), SQL (BigQuery, PostgreSQL), Git, n8n, Excel / Google Sheets.
- **Visualization & BI:** Apache Superset, PowerBI, Tableau, Looker Studio.
- **Product Analytics:** Amplitude, Google Analytics (GA4), Google Tag Manager.
- **Methodologies:** A/B Testing, Statistical Modeling, Data Cleaning, ML Model Lifecycle (train, evaluate, deployment), Prompt Engineering.
- **Product Management:** Product Discovery, Prioritization, User Research, Agile Methods, Product Design, GenAI Agentic Products, CRO

### Language:

- **English** (Professional)
- **Persian** (Native)
- **Italian** (Beginner - Currently Learning)