

MEHRAB MASHRAFI

AI Program Manager | Enterprise AI Delivery | Cross Functional Operations | Data Analysis

Barishal, Bangladesh • [+880 1646 302935](tel:+8801646302935) • mm4mashrafi@gmail.com

[in linkedin.com/in/2mdipro7](https://www.linkedin.com/in/2mdipro7) • 2mdipro7.github.io

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PROFESSIONAL SUMMARY

AI Program Manager and analytics professional with experience leading enterprise AI delivery, operations, market research, investor diligence, and cross functional technology programs.

Progressed from Data Analyst to Lead Analyst, Project Manager, and Program Manager at Perceive Now. Coordinate AI engineers, analysts, UX professionals, software developers, and executive stakeholders while managing requirements, priorities, risks, delivery quality, and stakeholder communication.

Supported investor engagements associated with approximately **\$10 million in capital raised and \$450,000 in profit**. Previously automated enterprise sales reporting, reducing preparation time from approximately **12 working days to 10 minutes**.

CORE COMPETENCIES

Program and Operations Management:

Program Management, Operations Delivery, Agile Delivery, Requirements Management, Stakeholder Management, Resource Coordination, Risk Management, Dependency Management, Quality Assurance, Cross Functional Leadership

Enterprise AI Delivery:

AI Product Operations, AI Workflow Design, Product Commercialization, Program Governance, Human Review, Model Evaluation, Product Testing, Acceptance Criteria

Analytics and Decision Intelligence:

Data Analysis, ETL, Business Intelligence, Statistical Analysis, Market Research, Investment Diligence, Competitive Analysis, Quantitative Research, Qualitative Research

Technical Tools:

Python, SQL, R, MySQL, T SQL, MongoDB, Power BI, Tableau, Microsoft Excel, Azure SQL, Web Scraping

PROFESSIONAL EXPERIENCE

PERCEIVE NOW INC. | perceivenow.ai

Remote, United States | March 2024 to Present

Program Manager | July 2025 to Present

Project Manager | September 2024 to June 2025

Lead Analyst | July 2024 to August 2024

Data Analyst | March 2024 to June 2024

- Earned three internal promotions across four roles, progressing from data analysis to analytical leadership, project management, operations leadership, and program ownership.
- Lead operations and end to end delivery across enterprise AI, analytics, market research, investor diligence, and technology initiatives.
- Manage project requirements, scope, priorities, resources, schedules, dependencies, risks, quality reviews, stakeholder communication, and final delivery.
- Lead analytical and investor focused projects across venture capital, private equity, mergers and acquisitions, healthcare, and real estate.
- Coordinate AI engineers, analysts, UX professionals, software developers, the CEO, and executive stakeholders to align technical execution with business and client objectives.
- Supported investor engagements associated with approximately **\$10 million in capital raised and \$450,000 in profit** through market, investment, and diligence analysis.
- Oversee the development and commercialization of **PN OS**, an enterprise AI automation platform, covering product requirements, workflow design, UX direction, engineering priorities, testing, governance, and enterprise use cases.
- Improved operational delivery through clearer ownership, structured handoffs, standardized reviews, quality controls, and faster resolution of project blockers.

Data Analyst

- Managed ETL processes for large sales datasets, including extraction, cleaning, transformation, validation, consolidation, and reporting.
- Prepared monthly Microsoft Excel reports and Power BI dashboards for management and operational review.
- Analyzed sales performance, business segments, and recurring trends to support management decision making.
- Automated recurring enterprise sales reporting using reusable scripts, reducing preparation time from approximately **12 working days to 10 minutes**.
- Reduced report turnaround time by **more than 99 percent** while standardizing data cleaning, validation, transformation, and report generation.
- Improved reporting accuracy, consistency, and repeatability by replacing manual processing with an automated workflow.

SHAREIT GROUP | ushareit.com

Remote | 2022 to 2023

UX Researcher | 2023**UX Research Intern** | 2022 to 2023

- Progressed from UX Research Intern to UX Researcher, contributing to quantitative and qualitative product research across South and Southeast Asia.
- Conducted and supported user research across **six markets**, including Bangladesh, India, Pakistan, the Philippines, Indonesia, and Malaysia.
- Applied **five research approaches**, including surveys, interviews, focus groups, churn studies, and mixed method analysis.
- Supported research planning, participant recruitment, discussion guide preparation, survey design, data collection, analysis, and reporting.
- Combined quantitative responses and qualitative feedback to identify usability barriers, churn drivers, unmet user needs, and product improvement opportunities.
- Translated regional findings into recommendations that helped product, UX, and research teams prioritize user experience and retention improvements.
- Presented findings to international stakeholders, ensuring that user needs from six Asian markets were represented in product decisions.

NEXGEN ELECTRONICS LTD.

Dhaka, Bangladesh | 2016 to 2020

Database Specialist, Part Time

- Designed, built, and maintained more than **20 database systems** for client and operational use cases.
- Used MySQL and T SQL to create database structures, relationships, queries, procedures, and reporting functions.
- Gathered client requirements and converted operational processes into structured relational database solutions.
- Maintained existing systems, resolved data and query issues, and supported reliable daily use.

PROJECTS

ECOMMERCE UX FUNNEL AUDIT | [GitHub](#)**Python, Product Analytics, Statistical Analysis, Machine Learning**

- Analyzed **884,964 clickstream events across 490,398 sessions and 407,073 users**, representing approximately **\$5.13 million in purchase revenue**.
- Identified a **91.55 percent drop off** between product detail engagement and cart intent, revealing the largest source of conversion loss.
- Segmented users into product detail browsers, cart intent nonbuyers, and purchasers to identify conversion and remarketing opportunities.
- Applied statistical testing to measure differences in engagement, category performance, cart behavior, and purchase conversion.
- Built a purchase propensity model with **98.46 percent ROC AUC and 95.43 percent recall** to identify high intent sessions that did not convert.
- Produced recommendations covering product page clarity, category structure, trust signals, merchandising, and cart recovery.

EMBROIDERY INDUSTRY PRICING ANALYTICS | [GitHub](#)

Python, Statistical Analysis, Survey Analytics, Segmentation, NLP

- Analyzed **680 pricing diagnostic responses**, **200 financial benchmark responses**, and **more than 600 written comments**.
- Created a pricing maturity framework covering production costs, labor tracking, profit targets, capacity use, and value based pricing.
- Segmented businesses into three maturity groups to compare pricing behavior and financial performance.
- Applied ANOVA, chi square testing, Mann Whitney U testing, Spearman correlation, ordinal logistic regression, and nonparametric testing.
- Identified an approximately **\$67 hourly rate difference** between businesses with structured pricing systems and those relying on informal pricing methods.
- Identified undercharging concerns, rush job pricing, and overhead management as major barriers to profitability.
- Produced recommendations for pricing diagnostics, regional benchmarks, minimum charges, and undercharging risk analysis.

TANZANIA EDUCATION DATA PIPELINE | [GitHub](#)

Python, MongoDB, ETL, Data Quality, Business Intelligence

- Built an education data pipeline processing **12,246 records across 14 entity types**.
- Created repeatable ETL processes for loading, cleaning, validating, and transforming school, student, attendance, assessment, and operational data.
- Introduced automated controls for missing fields, invalid references, duplicate records, geographic errors, date inconsistencies, and score validation.
- Created four reporting datasets covering school performance, regional performance, term results, and data quality.
- Implemented **58 automated contract checks**, with zero failures in the latest completed run.
- Added monitoring for processing status, record changes, validation issues, and execution performance.

EDUCATION

MBA in Management University of Barishal	2025 to Present
Master's in Applied Statistics and Data Science Jahangirnagar University	2021 to 2023
BSc in Business Information Technology, First Class Honours University of Greenwich	2015 to 2020

CERTIFICATIONS

[Agile Project Management](#) (Google) • [Foundations of Project Management](#) (Google) • [Modern Data Warehouse Analytics in Azure](#) (Microsoft) • [Azure SQL](#) (Microsoft) • [Explore Core Data Concepts](#) (Microsoft) • [Psychological First Aid](#) (JHU) • [UX Research at Scale](#) (UMich) • [Oracle DBA](#) (BITM) • [Professional UI/UX Design](#) (BITM)

VOLUNTEER LEADERSHIP

DEAR CAMELIA 2021 to 2023

Mental Health Volunteer and Moderator Team Lead

- Provided emotional and mental health support to more than **75 individuals** experiencing distress.
- Led a moderator team and coordinated approximately **20 volunteers**, supporting service quality, responsibilities, and team communication.
- Wrote **five mental health awareness articles** and contributed to community education initiatives.

LANGUAGES

Bengali, Native • English, C1 CEFR • Hindi, B1 CEFR • German, A1 CEFR