

KARTIK SHANBHAG

Product Manager · Real-Time Data Platforms & Live Event Technology

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SUMMARY

Product Manager with 6+ years building real-time data platforms and live event systems at broadcast scale — ICC, JioStar, SonyLIV and Google among the clients, 50M+ concurrent viewers at peak. Owns products end to end, from discovery through API design to GTM, where a defect is visible to millions of people live. Also builds the internal tooling that removes workflow bottlenecks for engineering and QA. MBA in Business Analytics.

SELECTED IMPACT

- **27% lift in content viewership** — owned roadmap and GTM for a pre-event predictive analytics product on JioCinema, at 50M+ concurrent viewers.
- **9 live event platforms shipped on deadline** — player drafts and auction systems for major professional leagues, 2023–2025, every one zero-defect on the day.
- **12% increase in user engagement** — defined and delivered the live data APIs behind Match Centre, Schedule and Stats for the ICC.
- **Company-wide '2022 Rookie of the Year'** — awarded in the first year at Sportz Interactive.

EXPERIENCE

Product Manager (Senior Associate) · Sportz Interactive, Mumbai

Jan 2023 – Present

Real-time sports data and live event technology for OTT, broadcast and tech clients globally.

- **Live data APIs at global scale.** Defined requirements and led delivery of the Match Centre, Schedule and Stats APIs serving the ICC, the global governing body for cricket — a 12% increase in user engagement.
- **Predictive analytics on JioCinema.** Owned the roadmap and GTM for a pre-event prediction product running at 50M+ concurrent viewers, lifting content viewership 27%.
- **Live auction and bidding platforms.** Built and launched a real-time bidding and transaction dashboard broadcast live on Sports18, and owned data operations across 9 high-profile draft and auction events. Designed role-specific interfaces for hosts, auctioneers and team managers, cutting operational friction under time-critical conditions.
- **Wimbledon 2025 and self-serve alerts.** Designed the SonyLIV event configuration and operations interface, and shipped a Notification Manager giving clients direct control of push alerts — removing the backend dependency entirely.
- **Delivery under pressure.** Shipped a complete live event platform in 7 days; onboarded a new data vertical — ingestion, API design, client integration — in 45 days. Sprint planning that improved delivery speed 15%.

Product Manager (Associate) · Sportz Interactive, Mumbai

Dec 2021 – Dec 2022

- **20% increase in client retention** by aligning product direction across engineering, sales, marketing and support.
- **15% reduction in post-launch defects** through acceptance criteria and an end-to-end QA strategy built on structured risk mitigation.
- **Global broadcast delivery.** Partnered with WWOS Channel 9 Australia on live data visualisation pages and interactive widgets, improving viewer engagement 8%.

Business Analyst · Tata Technologies, Thane

Dec 2018 – Jul 2020

- **9% increase in EV sales** from sales-funnel analysis and the recommendations that followed; contributed to analytics work driving a 10% revenue increase across business units.

PRODUCTS BUILT INDEPENDENTLY

Ticket Forge — AI ticket generation for Jira · Apps Script · Claude API · Jira REST

- **Shipped an internal tool** that turns requirement documents into structured Jira epics, stories and QA tasks in the team house style, routed automatically to the right engineer by discipline.
- **Cut LLM cost roughly 70%** with a two-pass design — a cheaper model decides ticket scope, a stronger one writes only the descriptions — plus batching and prompt caching across the shared source document.
- **Bounded what the AI may assume:** anything unspecified in the source is raised as an open question rather than invented as an acceptance criterion. Per-run spend is surfaced in the UI so the model choice sits with the user.

Autonomous Fantasy Premier League Manager · Python · AWS Lambda · Linear Programming · Claude API

- **Built a fully autonomous agent** that makes the weekly transfer, lineup and captaincy decisions unattended, running in production on AWS Lambda.
- **Replaced the platform's own player forecast** with a model backtested on 15 seasons of data, improving out-of-sample accuracy from 0.30 to 0.49.
- **Rebuilt it to degrade rather than fail** when the upstream provider retired its authentication API mid-project — it now falls back to sending me the recommendation instead of stopping. No missed deadlines since.
- **Added an LLM layer for what the data cannot show** — rotation risk, pre-season fitness — allowed only to lower a projection, never raise one, so a wrong call costs at most one player.

SKILLS

Product & Delivery Product Strategy & Vision · Roadmapping · Discovery · OKRs & KPIs · Backlog Prioritisation · API Product Management · A/B Testing · B2B & B2C · Go-to-Market (GTM) · Agile & Scrum · Cross-Functional Leadership · Stakeholder Management · Live Event Operations · Real-Time Systems · PRD / BRD / FRD

Data, AI & Tools Funnel Analysis · Retention & Churn · User Research · SQL · Tableau · Mixpanel · LLM Product Design · Prompt & Cost Engineering · JIRA · Confluence · Figma · Postman · Python (working proficiency)

EDUCATION

MBA, Business Analytics, VES Business School (2020–2022) · **B.E., Electronics & Telecom**, Shah & Anchor Kutchhi (2014–2018)