



Sumeet G

Product and Marketing Analytics | Data | Business Strategy | Program Management | Operational Excellence | Mentor

📍 London, UK

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Languages

English (Fluent)

About

An accomplished professional with ~12 years of work experience in the field of analytics, consulting and strategy spanning across life sciences and insurance, with more than 5 years in leadership roles at high growth digital first global startups with a strong focus on marketing and product analytics, customer experience and growth strategy.

BRANDS WORKED WITH

- ContinuumGlobal
- Ola
- Blinkit (previously Grofers)
- QBE Insurance
- Axtria - Ingenious Insights
- Citizens Alliance
- Cognizant Analytics

Experience



● Director - Business Analytics and Data Solutions

ContinuumGlobal | Apr 2023 - Now

- Spearheading a global, cross-functional team of 15+ analytics and data professionals, partnering with senior client stakeholders to deliver analytics, multivariate testing, BI and data engineering projects, effectively aligning business strategy with cutting edge analytics solutions
- Identified skills gaps and restructured the team to build a high performing analytics CoE, significantly enhancing service offerings for clients and boosting project delivery efficiency by ~20%
- Integrated project management tools and time tracking systems, significantly improving task and project monitoring, which provided enhanced visibility to SVPs and CEO, ensuring team billability of over 80% across projects
- Working with the client account directors on growth plans for the analytics vertical to increase annual revenues by ~10%



● Associate Director - Business Strategy and Analytics

Ola | Oct 2021 - Mar 2023

- Led a team of 4 analysts, managing a monthly performance marketing budget of ~ GBP 500,000 across rider and driver cohorts, achieving weekly retention rates of ~80% and reactivation rates of ~15%, resulting in a ~7% increase in rider Lifetime Value (LTV)
- Leveraged customer experience and user journey mapping to create the CRM strategy for the UK business, from customer segmentation to target cohorts, across email and in-app notification channels, to drive customer retention
- Boosted driver earnings by ~10% through the identification and correction of product related gaps and regular performance benchmarking
- Collaborated to develop a customer-centric product strategy roadmap for the UK market by leveraging insights from periodic A/B testing and internal data sources, including customer care data and secondary research

● Senior Director - Customer Analytics

Blinkit (previously Grofers) | Feb 2019 - Sep 2021

- Drove a ~400% increase in the Net Promoter Score (NPS) within 12 months by establishing an omnichannel voice of the customer framework across the organisation
- Implemented AI chat bots within the customer services team, reducing manual handling of customer queries by ~50%
- Enhanced new customer retention by ~2% through in-depth analysis of customer shopping lifecycle funnel and collaborating with vertical owners to implement tailored, department-specific insights
- Optimized the search recommendations engine, enhancing product discoverability by ~10%, and boosting add-to-cart rates by ~5%
- Led a team of 3 analysts in evaluating A/B test outcomes and utilising events-based tracking to prioritise and implement new customer centric product features and enhancements
- Working in a highly cross functional role and providing customer fo-

cused data backed recommendations to C-suite business executives to embed a customer first approach in every decision-making process

- **Data Science Partner**

QBE Insurance | Jun 2018 - Feb 2019

- Led a team of 4 analysts, running analytical projects for the Global and APAC operations
- Increased policy conversion by ~2% by leveraging propensity models enabling business teams to target high chance of conversion insurance policies
- Achieved a ~10% increase in target insurance policy universe by leveraging third party data and integrating it in the internal CRM processes for business teams

- **Engagement Manager**

Axtria - Ingenious Insights | Apr 2017 - May 2018

- Led a team of 7 analysts, engaging with a global life sciences client providing strategic and tactical recommendations for their commercial strategy and operations
- Worked with ~10 executive level client stakeholders and more than ~30 regional stakeholders across multiple therapeutic areas to track and measure effectiveness of marketing programs
- Enhanced team efficiency by ~20% by leveraging process automations and cross team resource utilization
- Delivered multiple high value projects spanning across sentiment analysis, ROI and forecasting analyses



- **Senior Associate**

Citizens Alliance | Jan 2014 - Dec 2015

Handled projects worth INR 20 million, leading a team of 15 members to devise a holistic Corporate Social Responsibility (CSR) strategy for clients across multiple industries

- **Senior Associate**

Cognizant Analytics | Jul 2010 - Sep 2012

- Built regression models to support commercial operations and decisions of clients
- Involved in sales force restructuring for a global pharmaceutical company, reducing costs by ~8%

Education & Training

2005 - 2010

- **Indian Institute of Technology, Bombay**

Bachelors and Masters of Technology,