



# Archana Pathak

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## Summary

Growth facilitator to the top industry leaders like Airtel, InMobi and WeWork through taking up entrepreneurial initiatives and delivering tangible ROIs reflected in their market play and P&L. Have closely worked with CEO/CXOs and led functional teams across Business Intelligence, Data Analytics and Product to make market-winning strategies.

## Professional Experience

### Deputy General Manager - Analytics | Airtel | Gurugram

- Managed the Central Customer Experience Analytics team of 6 Managers/Senior Managers, for digital and assisted platform.
- Streamlined A/B testing with a robust framework and redefined success metrics, reduced daily interactions by 3K.
- Leveraged MoP by inducting it in Broadband complaint journeys and reducing both repeat rate & unbundling rate for Airtel Black customers (bundled customer) by 1.5%.
- Scaled the analytics team by 25% in 6 months, cut external vendor dependency by 23%. Established new culture of hiring.
- Migrated 90% of data infrastructure to a unified platform, automated workflows, and reduced dashboards from 21 to 5, enhancing efficiency and scalability.
- Led churn prediction model development, improving early churn detection by 15%, forming targeted retention strategies.
- Led Generative AI integration in chatbots, improving resolution accuracy by 12%, reducing handling time by 43%, and boosting CSAT/NPS by 12%.

### Business Intelligence Manager – CEO's Office | WeWork | Bangalore

- Delivering data-driven insights and in-depth analysis to inform strategic decisions and optimize operations across all function.
- Developed pricing engine (price predicting product) at WeWork, improving sales quality by 23% across multiple product SKUs.
- Trained 100+ staff (Tech/Non-Tech) on Tableau, increasing dashboard views by 400%, emphasizing on feedback incorporation.
- Automated 10+ operational reports, cutting manual workload by 95% and boosting reporting accuracy and increased TAT.
- Built 20+ explanatory dashboards and analytics platforms across stakeholders segments, including P&L, QBRs, MBRs.

### Senior Analyst | InMobi | Bangalore

- Shaped data-driven strategy for North America business through forecasting, experimentation, and 15+ dashboards focused on growth, retention, and personalisation.
- Mitigated iOS 14.5 app tracking impact by driving contextual targeting via predictive analytics, ensuring smooth transition of 70% campaigns despite 50% drop in trackable users.
- Introduced A/B testing for 20% of brand and performance campaigns, was sold as a value-add service for all the clients.
- Founded Innovation Club, a cross functional 10-member group, developed 5+ actionable ideas. Implemented 2 of those.
- Designed analytics for InMobi's Audience Intelligence Platform, driving 1,200 DAU and 6% deal conversion for fortune 500.

### Analyst | InMobi | Bangalore

- Improved sales strategies across APAC, NA & META by converting multi-dimensional data into actionable insights, reducing pitch readiness TAT by 3 days.
- Built a data management platform (bidder data science project) leveraging data science, scaling operations to across 13 countries.

### Brand Campaign Manager | InMobi | Bangalore

- Managed 150+ targeted ad campaigns across ANZ, improving CTR by 25% and reducing CPA by 30% and ad revenue by 11%.
- Scaled \$400M programmatic accounts, optimized supply-side performance, boosting fill rate to 90%.

## Education

B.Tech – National Institute of Technology, Jamshedpur | Jamshedpur

## Accomplishments

- Recognized with the “Rising Star Award” at InMobi for streamlining the BI operations SLA framework, reducing TAT by 70%.
- Received the “Avengers Award” for building the first intelligence product, the Audience Intelligence Portal, at InMobi.
- Youngest-ever Joint Convener of Civil Engineering Society served a record three consecutive terms.

## Extra-Curriculars

- Luminary mentor at Sankalp - A Pledge to Change, driving social impact through youth engagement.
- Headed PR for the Alumni Relation Cell, fostering alumni pride and belonging. Built a functional committee called NITJAA.
- Grabbed a silver medals in the presentation competition by NPTEL and Exemplar in during the Tech Fest of NIT JSR.
- Secured 1st position in Volleyball and Basketball, and 2nd position in Dance at inter-college events.