



# Jacob Antony

E-Mail: [x25jacoba@iima.ac.in](mailto:x25jacoba@iima.ac.in) Mobile: +91 9526774727 LinkedIn: [www.linkedin.in/jacob14](http://www.linkedin.in/jacob14)

## Summary

Dynamic professional with over 6 years of experience in e-commerce and consulting, delivering high-impact results through strategic planning, advanced analytics, and seamless cross-functional execution. Passionate about optimizing business performance and fuelling scalable growth

## Professional Experience

### Manager – Performance and Planning| Swiggy | Bangalore

- Built and planned strategies in the performance and planning team to meet business goals with cross-functional teams.
- Analyzed performance across key metrics (sales, discounts, unit economics, market share, funnel health); analysed scenarios and advised on risk-mitigation strategies to safeguard business outcomes. Worked **across 300+ National and Premium brands** in 4 teams with 15+ account managers, contributing to **20% sales** to the platform.
- Helped build monthly and quarterly planning for national accounts, setting OPD, DPO, and ad RPO targets for brands and internal teams based on historical trends, cohort behaviour, and budget forecasts.
- Led initiatives to improve P&L through revenue enhancement and optimized budget use — including menu redesign and delivery ops optimization.
- Drove **uptick in Average Order Value (AOV) of 200bps** for key National Account brands like McDonalds, KFC, Subway among others through re-engineering the algorithm of the recommended section through improvement in funnel conversions.
- Delivered **savings of Rs 50L** annually for Swiggy in last mile costs through optimization nearest outlet visibility for a QSR with multiple outlets serving in same customer zones.
- Scaled the 10-min delivery **scale-up to 5,000+ restaurants and 3L+ SKUs** in 15 days in the last quarter of 2024 for NAT accounts. Helped scale product offerings within tight timelines, helping strong product experience and operational consistency. Oversaw onboarding, POS integration, menu changes, and process improvements.
- Supported **brand expansion for upto 30+ cities** for brands, and led initiatives with top QSRs to identify **Rs. 14 Cr revenue opportunities in breakfast and late-night slots**. Evaluated ad and campaign ROI and conducted menu and cart level analyses to identify customer preferences and refine discounting strategies. Led targeting and lapses studies to improve brand relevance.,
- Worked with the biggest brands operating on the platform to recommend locations for city and area store expansion basis market landscape as well help brands launch new products based on market insights and post launch performance studies. Helped brands like Subway and Dominos improve Breakfast and Late-Night Menus.
- Account Management: Account management stint for Bangalore based brands **contributing 20k OPD** (6% of NAT accounts). Worked closely with Curefoods, Café Coffee Day and Barbeque Nation. Helped Curefoods brands (EatFit, CakeZone etc) achieve the **highest ever OPD** on Mother's Day 2024

### Business Analyst | RedSeer Strategy Consultants | Bangalore

- Worked across the Consumer Internet space, driving consulting projects with leading platforms, unicorns & global PE/VC funds.
- Played a central role in market assessments, competitive benchmarking, strategy development, and deep consumer and operational research across sectors like ePharma, ride-hailing, food delivery, and e-commerce logistics.
- Was a part and led **15 + engagements worth Rs ~15cr annually** during my stint, engaging with among the biggest stakeholders in the consumer Internet space, like Flipkart, Softbank, Tiger Global, Myntra, Uber, Swiggy among others.
- **Led due diligence for a \$50M ePharma investment** by a global VC fund, analyzing market dynamics, competitive landscape, and business metrics (CAC, LTV, CM)
- Delivered monthly benchmarking for two top ride-hailing firms; **supported 3x bike taxi Rides per day growth and 10% NPS** improvement through deep consumer and driver research as well as conducted driver-side supply analysis across 7 cities
- Benchmarked last-mile delivery models for a logistics unicorn; analyzed warehousing and long-haul ops for India's largest e-com player across 20+ platforms and categories

## Education

B.Tech – *School of Engineering, Cochin University of Science and Technology (CUSAT), Kochi | India*

## Accomplishments

- Awarded 'Make a Difference' by NAT leadership for performance in OND'24
- Winner 'Star Researcher' Award – Best researcher for RedSeer in JFM'2019.

## Extra-Curriculars

- Cell Head, Logistics for The Red Bricks Summit, 2025 – Annual Management Symposium at IIM A
- Completed internship in Marketing Management conducted by Professor Sameer Mathur, IIM Lucknow in 2017.
- Won Intra College level Basketball tournament in 2016.
- Part of Core team that Driving Mozilla Maker Party, CUSAT, Kochi in 2014.