



Adrija Malakar

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Summary

Dynamic professional with 6.7+ years of experience in automotive and hospitality industries, driving growth through analytics, tech integration, and process optimization. Proven success in reducing costs, boosting productivity, and improving KPIs across operations, inventory, and sales. Adept at leading cross-functional teams and building scalable dashboards, forecasting tools, and digital solutions.

Professional Experience

Senior Business Analyst (Refurbishment Vertical) | Spinny | Gurgaon

- Led **cross-functional teams of 60+ professionals** to optimize spare part inventory, procurement, and logistics across 10+ cities, driving operational efficiency.
- Built a robust forecast model that improved procurement accuracy **and reduced dead inventory by 32%**.
- Developed dynamic dashboards to track stock in/out, transfers, and excess inventory, **reducing reconciliation time by 25%**; reinforced this with a cross-functional audit mechanism that cut stock discrepancies by 78% through structured root cause analysis.
- Collaborated with the technical team to launch a logistics app, improving movement tracking across India, **achieving 95% adherence to app usage and reducing manual follow-ups by 45%**.
- Spearheaded end-to-end optimization of spare parts verification and logistics across PAN India by streamlining ground team processes, reducing **operational errors by 18%**.
- Led data-driven procurement analysis to implement **Just-in-Time (JIT)** sourcing, **achieving 62% fulfillment via on-hand stock, 31% through localized sourcing, and 7% via intercity logistics**.
- Implemented a **dynamic vendor prioritization model** based on reliability, inventory match, and brand, enabling procurement through preferred vendors and **reducing part supply delays by 12%**.
- Streamlined vendor return processes and restructured sub-teams, contributing to a **15% reduction in part receiving TAT** and a **5% MoM decrease in logistics cost per part**.
- Identified key part reuse strategies, **cutting monthly spare part costs by 6.7%** and **reducing procurement volume by 10%**.

Senior Business Analyst (Budget Vertical) | Spinny | Gurgaon

Business Analyst (Budget Vertical) | Spinny | Gurgaon

- Developed the Demand Control Tower for Spinny's Budget BU, aligning KPIs with CXO priorities** to enable real-time demand visibility; **drove 22% reduction in funnel drop-offs through targeted, data-led interventions**.
- Streamlined token-to-delivery operations by developing SOPs with four cross-functional teams, ensuring compliance across 10+ cities and driving record-high car sales.
- Formed and led a specialized mid-funnel lead closure team via cross-functional collaboration, **driving a 27% QoQ conversion** uplift through operational ownership and data-backed support.
- Reduced unethical referral cases by 25%** by restructuring the rewards process to detect abuse patterns, resulting in a stable and scalable referral platform.
- Designed and developed automated performance dashboards and incentive trackers for Sales, Hub, and Supply teams to enable proactive monitoring and highlight operational gaps in real time.
- Achieved 95% CRM adoption** across teams by addressing usage gaps through agent feedback and partnering with the product team to implement targeted enhancements.
- Increased channel conversion by 7.4% MoM by automating lead scoring and assignment** through a data-driven algorithm, improving speed and precision over manual prioritization.
- Drove 11% lift in user conversion** by designing engagement workflows based on behavioral metrics; **reduced lead closure time by 16.2%** through timely, data-triggered follow-ups.
- Led a **Salesforce-based digital transformation project**, integrating with Ameyo API to automate pre-sales processes, improve call tracking and generate actionable performance reports, enhancing agent productivity and **achieving 98% call compliance**.
- Improved operational efficiency by identifying product-level gaps impacting agent productivity and driving cross-functional enhancements in collaboration with the product team.

Project Associate (New Initiatives) | FabHotels | Gurgaon

- Led and scaled the PAN India walk-in portfolio, reviving underperforming properties and achieving **4.7% growth in channel share**. Set and tracked monthly walk-in revenue targets, reducing channel leakage and boosting profitability.
- **Reduced revenue leakages by 15%** by implementing night audits, revising pricing approval strategy, and streamlining workflows to prevent unauthorized discounting and pricing errors.
- Developed a demand-supply analytics dashboard to guide acquisition across clusters, improving target alignment and **reducing sourcing gaps by 13%**.
- Implemented dynamic pricing for walk-in customers, optimizing inventory **and reducing unsold rooms by 11.2%**.
- Planned budgets and controlled micro-cluster expenses, **reducing Cost-to-Income Ratio (CIR) by 9%**. Launched city-level marketing plans, tracked ROI, and optimized spend to drive local walk-in traffic and improve incentive distribution efficiency.
- **Reduced >60-day cancellations and no-shows by 14%** through behavioral analysis and adjustments to booking and confirmation policies.
- Launched a **Corporate Self-Booking Tool for a 200+ member B2B team**, onboarding 120+ corporates in 6 months and increasing B2B revenue by 12%.
- Collaborated with the tech team to ship new features and resolve 90%+ of high-impact bugs, enhancing platform usability and **boosting booking conversion by 10%**.
- Optimized onboarding processes, pricing sheets, and marketing decks, **improving B2B client activation turnaround time by 22%**.
- Led **API integrations with 15+ travel clients**, launching a new B2B channel that generated ₹30L/month in incremental revenue (~7% uplift in B2B channel share).
- Built a **demand forecasting framework** that improved pricing accuracy and **reduced over-discounting by 11%** across partners.
- Partnered with the legal team to roll out slab-based and fixed commission models, **reducing negotiation turnaround time by 30%**.
- Set up a performance dashboard to track B2B KPIs and led a 3-member escalation team, **reducing client resolution TAT by 18%**.

Associate Consultant (Operations and Analytics) | AutoNinja | Gurgaon

- Led end-to-end implementation of the **Sales CRM mobile app** across 10+ dealerships, improving sales tracking accuracy and **reducing manual reporting by 25%**.
- Conducted monthly business review sessions with dealership leadership to evaluate KPIs, assess progress, and define forward-looking targets, increasing team accountability.
- **Deployed CRM feature enhancements** based on client needs, increasing system adoption by 70% and enhancing operational reliability.
- Established a structured troubleshooting framework within the CRM, **cutting manual intervention by 30% and improving issue resolution time by 22%**.

Education

- B. Tech. in Electrical and Electronics – SRM Institute of Science and Technology | Chennai (Kattankulathur), India

Accomplishments and Awards

- Recognized at Spinny for innovation and teamwork by identifying process gaps in refurbishment, achieving significant monthly cost reduction.
- Awarded at AutoNinja for managing the largest client portfolio, including Punjab's biggest automobile dealership, ensuring high client satisfaction and retention.
- Received 'Excellence in Academics' award in secondary school for consistent top-tier academic performance.

License & Certifications

- Excel Skills for Business: Advanced (Macquarie University and Coursera)
- Pre-MBA Statistics Certificate (IIM Ahmedabad)

Co/Extra-Curriculars

- Marketing Committee Member, Prayaas IIM Ahmedabad : Led outreach and awareness efforts for a student led initiative focused on providing education and a better childhood to underprivileged children.
- Committee Member, Mentorship Cell (PGPX), IIM Ahmedabad – Mentor incoming students and facilitate integration of the wider IIM Ahmedabad student community through structured programs.
- Committee Member, Cultural Affairs Committee (PGPX), IIM Ahmedabad – contribute to planning and execution of cultural events, enhancing peer engagement and campus life

- Since 2018, organized awareness drives and volunteer engagement initiatives with Kolkata Angikar to support children with disabilities.
- Served on the organizing team of Aarush'15, SRM University's national-level cultural fest, contributing to planning, coordination, and event execution.
- Organized weekly musical nights in college, fostering student engagement and community participation.