



Pradhyum Chaudhary

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Summary

Product Analytics & Strategy leader with 6.2 years of experience across Tata Play, Disney+ Hotstar, healthcare, and technology. Led data-driven growth, experimentation, and marketing initiatives delivering measurable impact for 100M+ consumers. Built and mentored high-performing analytics teams while partnering across diverse teams to solve complex business problems

Professional Experience

Senior Manager - Subscription Analytics | Tata Play | Mumbai

- Spearheaded TataPlay Binge's first-ever A/B testing framework, evaluating Google's AI-powered search API; **collaborated with product, data, and engineering teams, engaged US based- Google's Search Team and TataPlay's Product CXO** to present findings, influencing roadmap direction; instituted a scalable experimentation practice.
- Launched and led TataPlay Binge's Weekly Content Digest, **aligning 5+ internal teams and 32+ partner OTTs** on content performance trends; became a key CXO-level input for product and marketing decisions - directly **influencing ~\$3M+ in quarterly content marketing spends**
- Led cross-functional teams to launch mood-based content discovery; collaborated with product, AI, and UX teams to design emotion-driven recommendations, **driving \$100k/month revenue gains across a 2.5M+ user base.**

Senior Executive - Analytics | Disney+ Hotstar | Mumbai

- **Youngest Product Analyst at Hotstar to lead a high-impact initiative in partnership with 13 engineers from the Beijing team;** drove implementation of personalized in-app experiences to address start lag, reducing user drop-offs from 35% to 10% -contributing to an additional quarterly ad revenue of ~\$1.2M; earning recognition from product leadership
- Negotiated with marketing and product teams across India, Singapore, and the UAE to **reduce third-party vendor spend by ~30%, delivering estimated savings of ~\$25,000 per campaign** - without compromising acquisition goals
- **Mentored 25 newly hired Business Analysts**, driving capability-building for automation tools; enabled automation of routine tasks, reducing manual bandwidth by 20% and fostering a culture of operational excellence

Business Operations Associate | ZS Associates | Gurugram

- Coordinated with cross-border teams in the US and EU to lead delivery of a high-priority Customer 360 initiative for a Fortune 500 pharma client
- Built executive dashboards for client's global patient support program, streamlining leadership visibility across North America, Europe, and APAC, and driving ~25% improvement in program efficiency

Product Management Associate | Yaantra (Gadgetwood Services) | New Delhi

- Led design-to-launch of WhatsApp-based support bot, automating key customer service workflows previously handled by a small call centre team unlocking ~\$20K+ in quarterly cost savings and improving user response time

Education

B.Tech (Computer Science) – *Maharaja Agrasen Institute of Technology* | Delhi, India

Accomplishments and Awards

- **Sports Secretary - 62nd Student Activity Council, IIM Ahmedabad.**
- **National Level Badminton Player** placed 3rd at All India Tata Tournament (2025). Won several state and district tournaments.
- Awarded Debutant of the Quarter Award for exemplary performance at **TataPlay**, awarded recognition trophy for contributions that helped Hotstar reach 50Mn+ subscribers at **Hotstar**, recognized by leadership for impact creation at **ZS**
- **College:** Led 64-member college dance team as President; won multiple national college competitions. Won All India K-Pop Contest, organized by Korean Cultural Centre; invited to visit Korea

License & Certifications

A Modern Guide to Strategy Implementation – LinkedIn Learning

Co/Extra-curricular

- Volunteer with Project Mumbai (UN-recognized NGO); participated in 12 beach clean-up drives across Mumbai
- Completed 15-day surfing certification in Mulki, Karnataka & Selected performer at Commonwealth Games 2010 Opening & Closing Ceremony, Delhi
- Secured Runner-up position in the IIM Ahmedabad Squash Tournament