Sai Prasad Kanuru

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Summary

Analytics-driven strategy and program leader with **~8 years** growing from consultative client management to 0-to-1 business building, central strategy, and pan-India expansion. Led Amazon Fresh's **40+ city** expansion with end-to-end **P&L** ownership across multiple teams and built Urban Company's Native brand to **₹50 Cr NRR** in six months, turning ambiguous problems into structured, automated solutions, making data-driven trade-off calls that **delivered results** and shaped **C-suite decisions**.

Professional Experience

Program Lead, Omni Growth & Expansion | More Retail (Amazon Fresh) | Mumbai **Jan 2025 - Mar 2026**

Program delivery, launch readiness, and governance

- Drove Amazon Fresh's pan-India expansion with end-to-end P&L accountability, launching **50+ dark stores** across 40+ cities in 9 months and adding **₹7 Cr** monthly incremental revenue (**10% business growth**, FY25).
- Built a launch task management tool with **AI-automated approvals** and ran review cadences with Amazon and More Retail teams on deliverables, risk assessment, and escalations, cutting launch timelines by **25% (4 to 3 months)**.
- Ran program governance through monthly reviews and board meetings with **C-suite** leaders at Amazon and More Retail, tracking launch readiness and post-launch operational KPIs for data-driven decisions.

Data-driven capacity, cost, and customer decisions

- Modelled infrastructure, staffing, and inventory capacity for seasonal peaks, absorbing **25 to 30%** higher order volumes and unlocking **₹5+ Cr** additional monthly revenue while meeting SLAs and timelines.
- Ran store consolidation and RCA-led efficiency programs, cutting manpower, rent, wastage, and utilities for **~₹1.5 Cr** monthly savings (**+120 bps**); built the FY26 tier-2 growth plan, replacing high-rent stores (~₹15L/month).
- Wrote the business case on Amazon's Gold Rewards co-funding proposal for senior leadership; a 4-month cohort analysis showed cashback drove redemption, not loyalty, and the recommendation against co-funding protected **₹3.5L+/month**.
- Formulated the dark store network roadmap for Amazon Now cities, moving from 2/3-hour slots to **30–45-minute** delivery and redefining store formats, picking paths, staffing ratios, and SLAs, benchmarked against Blinkit, Swiggy Instamart, and Zepto.

Associate Program Manager II, Central Strategy & Operations | Spinny | Gurgaon **Mar 2024 - Dec 2024**

- Led a **10-member** analytics and operations team running the cross-functional decision-support unit for Operations, Product, and Sales leadership, driving sales and auction performance metrics through SQL dashboards and automated Python reports.
- Built stock-in/stock-out margin models and multivariate analysis of pricing, inspection, and dealer data, finding loss-making car models (**+35 bps, ~₹30L/month**) and dealer fraud (**~₹40L/month** recovered via penalization workflows).
- Monitored auction quality and re-engaged inactive dealer segments, cutting re-auctions per car by **20%** and **doubling** pricing coverage in first auctions.
- Restructured the sales data tables, cutting analytics load and speeding up root cause analysis.

Senior Manager, Native Brand (D2C) | Urban Company | Gurgaon HO **Jun 2022 - Feb 2024**

- As a founding team member, built the operating model and scaled the Native Water Purifier brand from scratch to **~₹50 Cr NRR** in six months across 11 cities (now **₹250 Cr NRR**), driving operational metrics in supply chain, installation, and CX.
- Structured the Xpressbees logistics partnership (commercials, warehousing, last-mile SLAs) and a Bluedart 3PL network, lifting margins **500 bps** through supply chain and network optimization while meeting SLAs at **95% on-time** delivery.
- Built closed-loop quality control on product defects with the manufacturer, cutting returns from **10% to 2%**, and set up customer-first CX models with SOPs, help center, warranty flows, escalation tracking, and resolution SLAs (**80%** resolution).

Manager, Central & City Operations | Urban Company | Hyderabad **Jul 2021 - May 2022**

- Grew Hyderabad appliances to a record **₹50L+ monthly revenue** within 3 months, lifting partner utilization 35% and partner NPS from **-30 to +35** (~17% demand uplift) via RCA dashboards and partner engagement, codified into pan-India playbooks.
- Restructured TV repair pricing and the service mix pan-India (20+ new services) from market insights and partner focus groups, lifting demand 20% and margins **600 bps**; led the pan-India **IKEA** installation partnership launch.

Technical Account Manager | Hilti India Pvt. Ltd. | Hyderabad & Chennai **Jul 2018 - Jul 2021**

- Grew a **₹2.4 Cr** key account portfolio **100%** YoY (40% business growth), reaching **250% of digital sales target**.
- Built annual SAP-based Account Development Plans mapping buying potential and pipelines, tracked against monthly targets; ran consultative pre-sales (seminars, demos, costing) with stakeholders up to **CEO/MD**.
- Revived a degrowing territory with a **50% new client pipeline** through scouting; hit **350% of monthly target** in Feb 2019.

Education

B. Tech, Mechanical Engineering – ***National Institute of Technology (NIT) Trichy*** | *India* | *Jul 2014 - May 2018*

Accomplishments and Awards

- Heavy Lifter Award 2023/2021, Urban Company
- Top Sales Club 2021/2019, Hilti India

Co/Extra-curricular Activities

- Events and Speakers cell head, GMLC Club, IIMA
- Overall Coordinator, Synergy - 2018, NIT Trichy
- Gold Medal – Kabaddi; Bronze Medal – Badminton (Doubles), Sportsfete Inter-Department Fest, NIT Trichy

License & Certifications

- **AI for Business (2026):** AI fundamentals and applications in Marketing, Finance, Strategy and Governance, and People Management; Six Sigma Green Belt (2026); Advanced Excel Analytics, Power BI, Business Writing, Pre-MBA Statistics.
- **Tools:** SQL, Power BI, Excel, PowerPoint, and Python automation (Expert); SAP (Proficient); HTML/CSS (Intermediate)