

Aditya Patni

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Education

B.Tech in Chemical Engineering - Indian Institute of Technology, Dhanbad - CGPA : 7/10 **Aug 14 - Apr 18**

Professional Experience

Caregiving break **Feb 23 – Ongoing**

Professional break to care for a parent who suffered multiple cardiac arrests and brain strokes

Zomato Group - Program Manager (at Zomato and Blinkit) **July 22 – Feb 23**

- Drove **competition-benchmarking strategy** and implementation drive, leading to **Zomato gaining 26% promos competitive advantage over the largest competitor** (with a **projected market share gain of 8%**, amounting to ~\$100 Mn yearly revenue gain basis Q3FY22 run-rate)
- Developed **data-scraping infrastructure** for competition promo benchmarking, leading to **8x growth in volume of competition data scraped and 20% improvement in scraping data accuracy**
- Drove **end-to-end New Year and Christmas campaigns strategy**, contributing to a **business growth of 46% over the campaign period** and an **average order value increase of 38%**
- **Identified fraud restaurant listings pattern** and drove policy ideation, **reducing \$1.3 Mn/month bad order experiences** (Zomato blog – bit.ly/3YnEozs)
- Drove Blinkit **store-level customer complaints analysis** and communication, **reducing complaints by 10%**
- Developed a **user risk framework** which incentivises positive behaviour, **reducing refunds by 27%** at Blinkit
- Collaborated with external agencies to develop sustainability metrics for public shareholder report

Razorpay – Manager – Strategy Analytics **Apr 22 – Jun 22**

Associate Manager – Strategy Analytics **Apr 21 – Apr 22**

- Led a **6-member Strategy Analytics team** to **identify & design key organizational metrics to drive CXO level decisions**; Conducted **four hiring drives** with 180+ applicants leading to **23 full-time offers**
- **Devised firm's Buy Now Pay later strategy** and **identified growth levers**, leading to **230% QoQ tranche growth**
- Drove **Net Promoter Score increase by 20 points** by critical analysis of crucial indicators and cross-functional communication; Established **revamped NPS survey framework**
- **Reduced merchant onboarding rejections by 25%** by **highlighting key reasons & recommending solutions**
- Drove **metrics ideation & storyboarding** for a **fundraising round** that led to the **funding of \$375Mn**
- Developed an **investment framework** to **identify early-stage start-ups** for **strategic investments**

Blinkit – Deputy Manager – Inventory Analytics **Mar 20 – Apr 21**

Senior Business Analyst **Sep 19 – Mar 20**

- Led a **5-member Analytics team** to conduct **supply chain side analysis** for the **adoption of dark store model**; Influenced **reduction of order delivery time** from an average of **2 days to industry-first average of 10 minutes**
- Optimized inventory operations by building **automated actionable frameworks**, leading to an **increase in average inventory availability from 60% to 90%** and a **decrease in holdings required by 40%**
- Created **visualization aided mailers** to **communicate with brands** for fill rates, **increasing engagement by 70%** and helping the firm **establish enduring communications with key partners**
- Conducted **customer retention analysis** on the firm's flagship event, leading to the **adoption of effective offerings** and contributing to a **55% transaction volume increase** in the following flagship event
- **Trained 30+ individuals** without technical background on **SQL** and **trained 10+ individuals on Tableau**

Leadership & Volunteer Experience

- **Organiser of COVID support campaign** – During the peak of pandemic, **helped 130+ patients** in India acquire critical requirements such as **oxygen beds, medications, and blood plasma** **Apr 21 – May 21**
- **Founding Coordinator of Turbulence 2017** - Led a **25-member team** to **conceptualise and host national level tech-fest**; **200+ students participated Pan-India**; Raised a **sponsorship of Rs. 0.5Mn** **Aug 16 – Jan 17**

Immersion

Wharton School of Business – FinTech: Foundations, Payments & Regulations **Mar 22**

Test Scores

- **GMAT – 730, CAT – 99.5%ile, JEE – 99.5%ile**