

Adarsh Dumrewal

dumrewaladarsh@gmail.com · +91 - 8210481227 · [LinkedIn](#)

B.Tech, Electrical Engineering · IIT Dhanbad, 2018

Analytics & Data Science · Persona & Discovery · Experimentation · Product Strategy

Analytics and data professional with 5+ years of experience across E-commerce, Healthcare, SaaS, and AI products. I have worked on open-ended product and business problems across user understanding, data analysis, modeling, experimentation, and decision-making.

Strongest across Product Analytics, Funnel/Cohort analysis, Churn and Retention, Personalization, Search relevance, Pricing, Revenue modeling, and Workflow Automation.

SKILLS & TOOLS

Analytics	: Funnel analysis · Cohort analysis · Retention/churn · User journeys · RCA · Product health
Experimentation	: A/B testing · Reverse A/B · Dynamic homogenisation · Experiment design · Impact measurement
Modeling	: User Persona · Churn analysis · Personalization · Search ranking · Recommendation logic · Regression
Business Analytics	: Pricing · Lifecycle analytics · Revenue/growth modeling · Margin optimization · Subscription analytics
AI & Automation	: LLM workflows · AI-assisted analysis · Workflow automation · CS ticket summarization · AppScript
Tools	: SQL · Python · Metabase · Superset · Databricks · Mixpanel · Sheets/Excel · AppScript · GSC · GitHub

EXPERIENCE

Mentalyc | Product & Data Strategist

AI SaaS · Therapy note automation and Clinical Intelligence | Sep 2025 – Mar 2026

Joined to help understand why the product was not scaling as expected despite having paying users. Work covered activation, feature discovery, churn, pricing, user behavior, and monetization.

- Built the core analytics view across **activation**, subscriptions, feature usage, retention, churn, content, and pricing, giving leadership a clearer view of product health and revenue movement.
- Used **SQL**-led analysis, **ML**-assisted segmentation and churn-risk analysis to group users by activity, subscription behavior, and product usage - building personas.
- Found that churn was not only a pricing problem; a large part came from weak feature discovery, low adoption, and users not realizing enough value before renewal.
- Worked with product research, design, and engineering to **improve discovery** of key AI workflow features such as EHR Extension, Treatment Plans, and Alliance Genie.
- **A/B measured** feature discovery changes; feature usage improved from 46% to 57% and churn reduced from 5% to 4% across ~3,500 subscribers; subscription rates improved slightly.
- **Modeled** pricing and subscription behavior across upgrades, downgrades, cancellations, and willingness-to-pay, helping leadership avoid a pricing change that could have hurt revenue.
- **Automated** CS ticket/churn survey analysis and built an AppScript alerting framework using Mixpanel signals and support tickets to detect issues, route alerts, and share quick RCA pointers.

Tata 1mg | Lead Product Analyst

E-healthcare · Pharmacy · Quick Commerce | Oct 2023 – Aug 2025

Worked on pharmacy growth and product problems across Quick Commerce, Search relevance, Personalization, Bottomline improvement, and decision systems - with the intent to balance Growth and Profitability.

- Built the **revenue and growth model for Quick Commerce** expansion, helping leadership evaluate city-level opportunity, operational feasibility, capital commitment, and expected conversion lift before scaling to tier-1 cities.
- Diagnosed **search relevance** issues through query-level analysis, CTR movement, regression cuts, and Elastic Search feature weights; unblocked fixes 3-4 weeks ahead of the data science queue.
- Worked with engineering to improve search ranking across ~70% of pharmacy queries, improving Search CTR by +4pp and NDCG by +3pp.
- Built a **VAS personalization model** using user behavior, purchase history, and product affinity signals, adding ~₹60L/month in margin with near-zero conversion loss.
- Redesigned **SKU substitution** from availability-only logic to a scoring framework across margin, stock, ETA, and substitution fit, unlocking ~₹20L/month in margin.
- Led a team of **4** analysts, contributed to hiring, and structured work around problem ownership, business context, and measurable outcomes.

Meesho | Lead Business Analyst

E-commerce · Live Video Commerce | Mar 2022 – Sep 2023

Worked on Meesho's Live Commerce business from early launch to scale-up, covering Business and Product Analytics, Problem Discovery, User Research, Personalization, Experimentation, and Reporting.

- Built the **Analytics foundation** from scratch, including funnels, experiment tracking, dashboards, and automated reporting for product, business, and category teams.
- Helped define who our **Core users** are and what value proposition they seek. Broke down the problems into focus areas across user discovery, supply, product relevance, conversion, and retention.
- Led **User and Product discovery** to understand why users were not converting despite product availability; found that the issue was weak product discoverability inside the live shopping journey.
- Built and validated a **Personalization model** using user behavior and product interaction signals, first prototyped on Redshift + cron before scaling with engineering support.
- Improved conversion from 4% to 5.5% over six months and increased retention by +10%, validated through A/B, reverse A/B, and dynamic homogenisation.
- Grew and mentored a team of 3 analysts, with focus on problem ownership, clean reporting systems, and decision-ready insights.

WMall / Shopdeck | Business Analyst

E-commerce | Apr 2021 – Feb 2022

Worked on early growth and product analytics across user acquisition, merchandising, ranking, campaign targeting, and conversion improvement.

- Improved **Deals page ranking** using product, user behavior, and conversion signals to make discovery more relevant.
- Built **personalized** acquisition and reactivation campaigns through WhatsApp and push notifications using behavioral targeting.
- Supported product and business teams with funnel analysis, campaign performance tracking, and RCA on user drop-offs.

CONSULTING / INDEPENDENT WORK

Wishlink | Part-time Analytics Consultant

Short-video commerce · Consumer app · Weekend project | Sep 2023 – Mar 2025

Worked with the founding/product team on weekends before a full data team was in place, helping them move faster on app launch, personalization, and discovery.

- Designed the first version of personalization logic across For You, Explore, and Similar Products using user behavior, product attributes, content context, and similarity signals.
- Documented model logic, assumptions, and implementation flow so engineering could build in parallel and the work could be handed over cleanly later.
- Helped reduce the expected app launch timeline from 7–8 months to 2–3 months by giving the team a clear working framework early.

Safe Space | Independent Product Project

AI-enabled personal web product | Apr 2026 – Present

Building a personal web product focused on everyday support across planning, learning, parenting, health guidance, emotional check-ins, and reflective assistance.

- Built the first version end-to-end across product concept, user journeys, frontend implementation, deployment, and iteration.
- Used OpenAI, GitHub, Vercel, and Supabase for product development, with GA4/Search Console for basic measurement and discovery.
- Working on guided flows, content-led discovery, and early SEO foundations.

UPSC CSE

Personal intent to learn and grow | July 2018 – March 2021

- CSE Mains 2019 (score - 710) and CSE Mains 2020 (score - 715 marks)