

SAURABH YADAV

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Summary

Growth-strategy & analytics professional (**8+ years**) across e-commerce, ad-tech, and logistics, currently steering ~\$75M in marketing investment and multi-vertical demand forecasting at noon. Builds **AI / agentic tooling** (LLMs, BigQuery Data Agents, Vertex AI) on top of analytics to turn data into faster growth decisions.

Skills

Languages & Data: Python · SQL · BigQuery · AWS

ML & AI: Machine Learning · Multi-agent / agentic systems · BigQuery Data Agents · Generative AI / LLMs (Claude, Codex, Gemini, Vertex AI, Imagen)

BI & Viz: Looker · QuickSight · Plotly · Metabase

Work Experience

noon e-commerce | Assistant Manager - Growth Strategy

Nov'24 - Present

(Leading Middle East online retail and marketplace platform spanning e-commerce, quick-commerce, food delivery, and fashion)

Driving growth strategy, marketing investment planning, and payments monetization across Noon's multi-vertical e-commerce ecosystem

● Growth & Marketing Analytics

- Lead a team of 5 analysts driving demand forecasting, marketing investment planning, and growth analytics across customer acquisition, traffic engagement, and conversion performance
- Built an **agentic Chatbot on noon's BigQuery Data Agents**, a multi-agent orchestrator (Gemini + Claude) that dispatches specialist analysts, validates external factors (weather/holidays), and synthesizes leadership-ready root-cause writeups
- **Own traffic and demand forecasting across acquisition channels** (organic, digital marketing, CRM, and branding), driving channel-level spend reallocation to optimize lower-funnel conversion and GMV performance across ~4.5M daily sessions and 15M daily product views
- Built **upper-funnel forecasting model** (sessions, glance views, GMV) and shipped a **live marketing dashboard with intraday refresh and an embedded Gemini AI assistant** for self-serve querying
- Designed and launched Buy-Now-Pay-Later (BNPL) Installment interventions (**Split-in-4/6/12 and low-interest EMI constructs**), **generating ~\$50M annualized incremental GMV** through improved customer affordability and checkout conversion.
- Direct allocation and performance governance of **~\$75M annual marketing investments** across Performance marketing, and branding channels, **optimizing channel mix and marketing ROI** through data-driven budget planning
- Built a **retargeting-suppression framework** to filter customers who convert organically or never convert; designed an A/B + holdout incrementality test **that cut Meta retargeting spend by ~30%**
- Lead banking partnerships & affiliate analytics; built **BIN-level bank-offer order & discount-burn forecasting** using a 5-factor elasticity decomposition and a k-NN model, sharpening promo planning and partner negotiations

● CRM

- Lead a CRM analytics team of 3, transforming CRM into a fully data-driven, insight-led model with automated tracking
- Integrated A/B-tested, LLM-generated push-notification copy into daily execution, driving 1.75x engagement and 1.5x conversion vs generic copies
- Prototyped a **generative-AI creative engine (Vertex AI Gemini + Imagen)** auto-producing campaign copy and banner visuals for customer-health cohorts
- Developed customer & marketplace **affinity targeting** by combining user's multi-touchpoint app interactions, historical behavior, and marketplace preference, delivering **hyper-relevant communications**, resulting in **+25% engagement uplift**

● Payments

- Lead a team of 2 analysts to **build analytics for noon's payments ecosystem**, defining key metrics to track business performance and enable data-driven decision-making.
- Improved **payment success & authentication rates**, and built visibility across Payment Gateways, network, country, bank, and BIN levels, thus driving targeted fixes and informed partner negotiations
- **Achieved ~\$600K annual cost savings** by implementing logic to bypass 3DS authentication for low-risk transactions, while also identifying and resolving key payment failure causes to improve checkout completion rates

(Location based Marketing and Ad-Technology company)

- **Increased system-wide Click-Through Rate (CTR) by 8%**, by optimizing the bid price for varying quality ad-requests, without compromising on Margin
- Performed large-scale **visitation anomaly root cause analysis (RCA)** and implemented performance guardrails, **improving visitation-driven sales by 16%** and strengthening attribution accuracy.
- Designed and **deployed fraud and anomaly detection frameworks** using statistical modeling to detect invalid clicks and high-CTR bundle abuse, protecting advertising revenue and improving campaign stability.
- Built a Geo-signal intelligence layer using clustering models to **identify ~40% fraudulent** and **~30% low-quality visitation signals**, reducing false attribution and improving location-based ad targeting reliability.
- Developed temporal mobility-based signal validation logic to filter unrealistic user movement patterns across sequential location pings, **improving dwell-time estimation and visitation attribution accuracy**

Wheelseye Technology India Pvt Ltd | Management Trainee

Oct'19 - Mar'21

(Logistics based tech Startup involved in GPS installations and vehicle load fulfillment with a vision to empower fleet owners)

- Streamlined logistics operations through analytics. **Using SQL and python** to optimize vehicle loading, transit and proof-of-delivery process
- Carried out **root cause analysis of various issues faced during customer on-boarding** and operational execution by **analyzing Voice-of-customers** from Partner care queries
- **Solved the critical issue of improper communication** via automated messaging at various points, clearly laid out terms, conditions, payout, deductions in case of poor service, **resulting in 25% decrease in customer queries**
- Employing a data-driven approach with the use of SQL and Python, Optimized routes for a fleet of 7 lakh vehicles, **improving on-time POD collection by 33%** and reducing payment cycles for shippers and fleet owners by 15 days

Bharat Aluminium Company Limited- Vedanta Resources | Assistant Manager

Aug'17 - Nov'18

(India's Third largest Aluminium manufacturing company is a subsidiary of Vedanta Resources, a diversified Natural resources company)

- Efficient handling of plant operations, handling and solving critical system failures and to reduce their occurrence frequency
- **Improved system availability by 12%**, by reducing downtime frequency by reducing flushing time from 8 hrs to 3 hrs of Hyper Dense Phase System. **Reduced Aluminium fluoride consumption by 3%** in pots and reducing aluminium production costs
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Education

Netaji Subhas Institute of Technology- Delhi

2013 - 2017

Manufacturing Processes and Automation Engineering | CGPA: 7.75

Vanasthali Public School

- *CBSE (Class XII), Aggregate: 85%*

2012

- *CBSE (Class X), CGPA: 9.4*

2010

Interests

Badminton | Cricket | FIFA |