

Ananth Mohan

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PROFESSIONAL SUMMARY

Product-focused analytics leader with 8 years of experience turning complex data into product, growth, and operating decisions across technology, digital health, logistics, and life sciences. Owns analytics end-to-end, from data modeling and pipelines to executive dashboards and AI-native tooling, with a record of moving the metrics that matter: D7 retention from 10% to 15%, 3x subscription conversion, 67% lower patient wait times, and \$600K+ in account extensions. Deep expertise in Python, SQL, dbt, experiment design, and LLM-based analytics, partnering directly with product, engineering, and leadership.

PROFESSIONAL EXPERIENCE

Analytics Lead [contract] | Benable | Remote, USA

September 2025 – Present

Owned product, growth, and experimentation analytics for a consumer social-recommendation platform as the founding analyst; built AI-native analytics infrastructure and shipped data products and experiments that drove retention, subscription, and engagement gains.

- Built an agentic analytics tool on a dbt semantic layer with a LangGraph LLM agent for natural-language querying, resolving 80%+ of analytics requests in minutes instead of days at a fraction of the cost of a second analyst.
- Upgraded the recommendation experience with product and engineering, building data products including a 100K+ user social graph that powered “People You May Know” and automated follow prompts, driving a 2x increase in net-new monthly retained users over three months.
- Led business-lead identification for the paid-subscription funnel, building a sourcing pipeline with RapidAPI and an LLM propensity-scoring model to prioritize high-intent prospects, increasing daily email reach-outs 5x.
- Drove email-to-subscription conversion up 3x by mapping the funnel and removing the biggest drop-off and friction points with product.
- Redesigned new-user onboarding by relocating an education-heavy setup flow that was driving drop-off, lifting completion from 65% to 80%, cutting average onboarding time from 9 to 5 minutes, and raising D7 retention from 10% to 15%.

Senior Strategy and Operations Analyst | Curai Health | Bengaluru, India

December 2022 – June 2024

Led strategy and operational analytics for an AI-driven patient-provider subscription platform; defined the company-wide North Star Metrics Framework and built models and data infrastructure behind provider capacity planning and user retention.

- Defined the company-wide North Star framework (Growth, Outcomes, Satisfaction, Scalability) and decomposed it into an L1–L3 KPI tree with a 15-person C-suite, PM, and lead group, giving product, growth, and medical teams a shared language to align projects to KPIs and measure impact through a standing monthly review.
- Consolidated fragmented Google Sheets workflows into a production BigQuery + dbt pipeline and automated CSAT and support reporting with NLP tagging, replacing manual reporting with a single source of truth and reclaiming ~100 hours/month.
- Built a forward-planning staffing model predicting required headcount by hour, giving ops a reliable way to plan provider capacity as enterprise clients scaled, improving provider utilization 30% and cutting patient wait times 67%.
- Built a churn model flagging subscribers likely to lapse, partnering with care-ops on targeted interventions like save offers and automated follow-ups, reducing drop-off 5% and protecting ~\$50K/year in recurring revenue.

Senior Product Analyst | NEXT Trucking | Bengaluru, India

July 2021 – November 2022

Drove product analytics across a two-sided driver/shipper marketplace, owning data products, experimentation, operational visibility, and incentive-based retention programs.

- Partnered with CPO and PMs to spec and validate an affinity scoring system matching drivers to loads, reducing last-minute cancellations by 10 percentage points across the marketplace and cutting time-to-book by 15%.
- Built a decision-tree shipment ETA engine ingesting carrier port APIs and heuristic estimates, lifting container tracking event coverage from 50% to 65% of active shipments and reducing tracking-related support queries by ~30%.
- Scoped, experimented with, and launched a load-bundling feature, using historical data to quantify the opportunity and delivering a 30% lift in carrier retention.

Associate Consultant / Decision Analytics Associate | ZS Associates | Pune, India

June 2018 – June 2021

Delivered 25+ Medical Affairs analytics engagements for 10+ pharma clients across market research, competitive intelligence, and territory analytics.

- Built and led multi-client initiatives including ‘Integrated Evidence Planning’ and ‘Share of Scientific Voice’, driving \$600K+ in account extensions by surfacing actionable MSL deployment and field strategy insights.

- Led teams of 5+ associates across offshore/onshore delivery; established context handoff documents and standing syncs that improved delivery quality cycle-over-cycle and were later adopted as a template across ZS project teams.
- Designed KOL segmentation for 8,000 key opinion leaders across 5 therapeutic areas, enabling 200 MSLS to prioritize outreach and lifting engagement efficiency by 15%.

Software Engineer | **Philips HealthCare** | Bengaluru, India

June 2016 – May 2018

- Built a C#/WPF application enabling database synchronization and remote protocol management across MRI devices, reducing scan preparation time by 75%; supported by a Jenkins CI/CD pipeline with 95% unit test coverage.

EDUCATION

Purdue University, M.S. Business Analytics and Information Management

West Lafayette, IN | Aug 2024 – Aug 2025

NIT Calicut, B.Tech. Electronics and Communication Engineering

Calicut, India | July 2012 – May 2016

TECHNICAL SKILLS

Product Analytics & Experimentation: A/B testing & experiment design, Metric governance & definition, Funnel, cohort, and retention analysis, KPI decomposition, Statistical and hypothesis testing

Programming: Python, SQL

Cloud & Orchestration: dbt, Airflow, Google BigQuery, AWS Redshift, Git

Business Intelligence: Tableau, Looker, Metabase, Mixpanel, LookML, FullStory, Hex

Modeling: Predictive modeling, Uplift modeling, Regression, Time series analysis

AI: LangChain, LangGraph, Agentic RAG, Vector databases, Hugging Face Models