

Madhu Dadi

AI & Analytics Leader | LLM/RAG Applications | Healthcare, Marketing & Decision Intelligence

Hyderabad, India | [+91 9985422444](tel:+919985422444) | madhu.kumar245@gmail.com | [linkedin.com/in/madhu-dadi-54684531](https://www.linkedin.com/in/madhu-dadi-54684531) | [madhudadi.in](https://www.madhudadi.in) | github.com/madhu2456

SUMMARY

- Senior Analytics Manager with 9+ years of experience driving AI, analytics, and digital transformation across healthcare, travel-tech, media, search marketing, and web/product development.
- Builds LLM/RAG applications, agentic workflows, KPI frameworks, Marketing Mix Models, dashboards, and full-stack analytics products that connect business decisions to measurable outcomes.
- Proven impact across patient enrollment, digital onboarding, campaign acquisition, churn reduction, global client analytics, and production AI/search visibility products.

EXPERIENCE

Senior Analytics Manager | Novartis | March 2023 - Present | India

- Implemented data-driven frameworks across multi-channel digital platforms, driving a 15% increase in patient enrollment.
- Architected KPI measurement frameworks that transitioned 90% of patients to digital enrollments and reduced Turnaround Time (TAT) from several days to under 3 hours.
- Engineered enterprise-wide patient flows that accelerated digital asset launches from 3 months to 2 weeks.
- Won 2 internal AI Hackathons by developing Model Context Protocols (MCPs) and advanced Marketing Mix Models (MMM) for marketing spend optimization.
- Directed end-to-end analytics lifecycles, maintaining a 4.9/5 patient satisfaction score through optimized enrollment and adherence communication programs.
- Delivered strategic analytical insights to senior leadership and integrated AI-driven marketing strategies, improving operational efficiency by 25%.
- Collaborated with marketing, IT, patient support, and analytics teams to integrate digital analytics into business processes and achieve project goals.

Marketing Analytics Manager | redBus (MMT Group) | June 2022 - March 2023 | India

- Received Best Performer of the Quarter (Q3 Trailblazer) for a campaign strategy that drove 30% growth in new customer acquisition.
- Optimized multi-channel brand campaigns across Facebook, Programmatic, and Google Ads to improve performance and budget efficiency.
- Strategized and executed CLM campaigns across Email, WhatsApp, and SMS, reducing customer churn by 20%.
- Led marketing analytics measurement for ATL, BTL, and digital campaigns, including impact reporting across redBus markets.
- Delivered brand campaign impact analysis across India, Malaysia, Indonesia, and Singapore, helping increase brand awareness by 15%.

Analytics Manager | GroupM | September 2020 - May 2022 | India

- Spearheaded Google Ads Data Hub projects across GroupM agencies, serving the top 5% of global clients.
- Received Best Performer of the Year (2020-2021) and earned selection for the WPP NextGen program.
- Performed frequency reach analysis to determine optimal ad exposure, improving budget efficiency and campaign margins.
- Managed brand lift studies, consumer journey mapping, cluster analysis, and pricing analytics for enterprise client measurement.

Web Developer and Penetration Tester | Absolinsoft | May 2016 - July 2018 | India

- Analyzed websites using Google Analytics and executed SEO, SMM, and SEM campaigns, reducing bounce rate by 25%.
- Implemented and optimized organic and paid search engine marketing activities, increasing CTR by 20%.
- Strategized social media campaigns and documented project/product plans for web applications.

SELECTED PROJECTS

Adticks | Full-stack / AI Engineer | 2026 - Present | adticks.com

- Built an AI visibility and SEO/AEO/GEO auditing platform for large-site diagnostic workflows.
- Designed parallel Playwright headless crawls that process 10,000+ pages per audit and compare server HTML with rendered DOM.
- Implemented a FastAPI + Celery backend with Redis, PostgreSQL, and 18 parallel audit analyzers for severity-prioritized fix queues.
- Audits robots.txt, sitemaps, structured data schemas, and llms.txt configurations, reducing technical audit cycle time by 85%.

Technical Blog (Python & AI Learning Hub) | Full-stack AI Product | January 2026 - Present | madhudadi.in/blog

- Engineered a production-ready technical blog using FastAPI and Next.js, processing a knowledge base of 50+ articles with a RAG system.
- Integrated an AI Q&A assistant powered by LangChain and RAG, achieving sub-second response times for complex AI queries.
- Optimized the Next.js frontend to 95+ Lighthouse scores for speed and accessibility, contributing to a 20% increase in user engagement.

Udemy Enroller | Automation Platform | January 2026 - Present | udemyenroller.madhudadi.in

- Developed an automated platform that processed 20,000+ free courses within 6 months, saving users an estimated INR 10,00,000+.
- Engineered a backend with asynchronous task queues and Redis to handle throughput of 100+ requests per minute.
- Implemented custom scrapers to improve data accuracy by 15%, with CAPTCHA handling and rate limiting for resilient automation.

SKILLS

AI / LLM	Agentic AI, RAG, LangChain, MCPs, Machine Learning, Deep Learning, NLP, MLOps, DevOps
Analytics	KPI frameworks, Marketing Mix Modeling, Hypothesis Testing, A/B Testing, Regression, Clustering, Boosting, Classification, Sentiment Analysis
Data / Cloud	Python, SQL, BigQuery, GCP (Cloud Functions, BigQuery), AWS (S3, Lambda), Big Data, Power BI, Tableau, Looker Studio
Marketing	Performance & Brand Marketing, Loyalty Analytics, Web Analytics, Product Recommendation, CLM, ATL/BTL/Digital measurement
Product	FastAPI, Next.js, PostgreSQL, Redis, Celery, Playwright, Tailwind CSS, GitHub Actions

SELECTED AWARDS

- Best Performer of the Quarter (Q1 2024), Novartis.
- Best Performer of the Quarter (Q3 Trailblazer), redBus, for campaign strategy that resulted in 30% growth in new customers.
- Best Performer of the Year (2020-2021), GroupM; selected for the WPP NextGen program.
- Special Recognition Award for work as Manager in Aarunya fest, IIM Amritsar.

EDUCATION

Degree	Duration	Institute / Specialization	Grade
MBA	2018-2020	Indian Institute of Management, Amritsar Marketing / Analytics	3.371/4.33
B.Tech.	2012-2016	MVGR College of Engineering Electrical and Electronics Engineering	79.75%

LEADERSHIP & IMPACT HIGHLIGHTS

- Led cross-functional analytics programs across marketing, IT, patient support, and analytics teams to integrate digital analytics into business processes.
- Directed end-to-end analytics initiatives from data collection and analysis to actionable insights, reporting, and executive decision support.
- Presented analytical findings and strategic recommendations to senior leadership across Marketing and Patient Support divisions.
- Trained and mentored team members in AI and analytics best practices, supporting a stronger data-centric culture.
- Led marketing analytics measurement for ATL, BTL, digital, and CLM campaigns across redBus markets and channels.