

# Kunal Mirchandani

## Marketing Analytics & Measurement Lead

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### SUMMARY

Marketing Analytics & Measurement Lead with 14 years' experience across financial services, retail and telco. I drive cross-functional delivery of measurement strategy, integrating MarTech with data platforms to produce trusted, decision-ready insights. I build AI-native workflows to achieve faster, more efficient analytics execution.

### CAREER HIGHLIGHTS

#### DELIVERY

**8 weeks**

to launch a lifecycle measurement capability

#### REPORTING

**60%**

reduction in client reporting turnaround time

#### EXPERIMENTATION

**100+**

experiments designed, powered and read out

#### INCREMENTALITY

**\$1.3M**

estimated annual incremental sales

### WORK EXPERIENCE



#### Measured Journeys

Jul 2025 – Present

**Founder & Principal Consultant** · Part-time

*Independent practice advising marketing and product teams on measurement strategy and MarTech.*

- Delivered a TikTok measurement framework for an APAC tourism operator in 3 weeks, linking content performance to commercial outcomes and cutting reporting time by **60%**.
- Build and maintain StoryPrism (storyprism.ai), an interactive AI and measurement lab featuring a journey classifier, holdout calculator and a box-office forecasting model backtested at **87%** accuracy.
- Publish essays and build logs on measurement methods, including holdout design and the limitations of multi-touch attribution for measuring paid media.



#### Colonial First State

Mar 2026 – May 2026

**Marketing Analytics Lead** · Client engagement

*Led cross-functional delivery of lifecycle marketing measurement across five portfolios, partnering with MarTech, data engineering and marketing teams.*

- Integrated Adobe Customer Journey Analytics, Adobe Journey Optimizer, Databricks and Power BI into a unified lifecycle measurement layer.
- Delivered the solution in 8 weeks, automatically classifying **97%** of campaign journeys at launch and removing a manual mapping bottleneck.
- Identified selection bias in the legacy node-split control method and led the shift to content-level holdouts, enabling an estimate of **\$1.3M** in annual incremental sales.



#### Allianz Australia

Sep 2022 – Jul 2025

**Senior Digital Analyst**

*Measurement and conversion analytics for the Digital Acquisition Squad.*

- Built a governed Power BI view of funnel performance across Motor, Home, CTP, Life and Business insurance, integrating Adobe Analytics, GA4 and CRM data.
- Pinpointed the largest purchase journey drop-offs through Contentsquare behavioural analysis and translated the findings into optimisation recommendations adopted by the squad.
- Standardised measurement definitions and reporting across product squads, partnering with MarTech, SEO, agencies and business stakeholders to cut weekly reporting overhead by **15+ hours**.

## WORK EXPERIENCE (CONTINUED)



### Woolworths Supermarkets Digital Analyst

Jan 2019 – Apr 2022

- Launched analytics for the Woolworths and Everyday Rewards apps, defining event taxonomies and governance, and building Tableau dashboards that surfaced key funnel drop-offs.
- Led CRM and lifecycle analytics for Everyday Rewards across email, push and in-app channels, using Salesforce Marketing Cloud and BigQuery to measure performance and guide optimisation.



### Optus Digital Performance Analyst

Oct 2016 – Sep 2018

- Reduced customer acquisition cost by **27%** using channel attribution analysis to reshape paid media investment across Google Ads, Facebook and Bing.



### Foxtel Online Performance & Analytics Specialist

Sep 2014 – Oct 2016

- Established cross-platform analytics for Foxtel's streaming and broadcast services, using viewing and engagement data to inform content positioning and campaign targeting.



### One Green Bean Digital Analyst

May 2012 – Sep 2014

- Delivered digital and social analytics for Coca-Cola, Commonwealth Bank, Virgin Mobile and Toyota, including the analytics setup for Coca-Cola's Social Media Centre.

## CORE CAPABILITIES

Marketing Measurement Strategy · Customer Journey Analytics · Experimentation & Incrementality  
Marketing Effectiveness · Conversion Funnel Analysis · Lifecycle & CRM Analytics · Executive Reporting  
Measurement Governance · MarTech & Analytics Implementation · Cross-functional Leadership · Data Quality

## TECHNOLOGY

**Analytics & MarTech:** Adobe Analytics, Adobe Customer Journey Analytics, Adobe Experience Platform, Adobe Journey Optimizer, GA4, Contentsquare, Salesforce Marketing Cloud, server-side tagging

**Data & BI:** SQL, Databricks, BigQuery, Power BI, Looker, Tableau

**Experimentation:** A/B testing, holdouts, incrementality, multivariate testing, power analysis, control group design

**Applied AI:** LLM-assisted analysis, rapid prototyping and analytics workflow automation

## CERTIFICATIONS

**Adobe Certified Professional** – Adobe Customer Journey Analytics Business Practitioner Professional · 2026

**Microsoft Certified:** Power BI Data Analyst Associate (PL-300) · Renewed 2026

## EDUCATION

**Bachelor of Commerce (Marketing)** · University of New South Wales · 2007

## BOARD & COMMUNITY LEADERSHIP

**Chair & Director** · Trikone Australia · Feb 2017 – Present

Provide board leadership across strategy, governance, partnerships and major community programs for an LGBTQIA+ South Asian community organisation.