

ARPITA CHANDRA

Mixed-Methods Researcher

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WORK EXPERIENCE

Activision Blizzard King | Senior Researcher

March 2023 – Present

Cross-Functional Research Lead for Candy Crush Saga

- Led segmentation and churn research that informed feature launches and content strategy, driving a 5% lift in D30 retention, 20% increase in engagement, and 10% increase in monetisation
- Established market intelligence and prioritisation workflows enabling strategic backlog decisions and reducing feature planning time by 25%
- Led research across multiple features, contributing to a 20% increase in adoption, 30% boost in satisfaction, and improved GTM readiness
- Designed and built internal tools for player activity data, facilitating behavioural analysis; reduced research time-on-task by 35% and eliminated bottlenecks
- Created a player feedback system integrated with ML models to optimise in-game difficulty, reducing iteration cycles and improving overall player experience
- Embedded user insights across teams via workshops and summits, co-creating success metrics to align launches with engagement, satisfaction, and experience quality
- Led and developed a team of researchers, designers and external partners, delivering high-quality insights that shaped product direction and improved quality of experience

Electronic Arts (EA Games) - Glu Mobile | Senior Researcher

March 2017 - Jan 2023

Strategic Research Lead for Consumer Insights, Market & User Research for EA Mobile's Portfolio

- Shaped UX and content strategy across 20+ feature rollouts and 10+ games, delivering measurable gains in CSAT, player engagement, and monetisation
- Informed product and campaign strategy from concept to launch for global games, using audience insights to increase engagement and minimise launch risk
- Led a cross-functional initiative to investigate churn behaviour; insights informed feature and content updates that improved late-stage retention by 30%
- Built a creative testing pipeline that boosted EA Mobile's ad performance, driving 60% increase in click-through rate and 8% increase in installs
- Led studies to optimise user flows from ad to onboarding, resulting in smoother early experience and 12% uplift in D7 retention
- Led a distributed team of researchers, guiding execution across projects, strengthening research quality and delivery efficiency

EDUCATION

International Institute of Information Technology - Hyderabad, India (2011 – 2016)

Bachelor of Technology in Computer Science and Master's in Social Computing

St. Mary's Convent Inter College - Prayagraj, India

ISC (2010): 92% | ICSE (2008): 94%

SKILLS

Product & Market Insight Tools

SQL, Python, Looker, Data.ai, Survey Tools, SPSS, Tableau

Core Competencies

Strategic thinking, product discovery, stakeholder influence, storytelling with data, cross-functional leadership, global mindset, vendor management, go-to-market alignment

Research & Strategy Methods

Survey design, player segmentation, churn analysis, audience profiling, concept & messaging testing, benchmarking, prioritisation, A/B testing, post-launch evaluation

RESEARCH EXPERIENCE

IIIT-Hyderabad | Precog Social Computing

Master's RA, India | June 2018 - October 2019

[On Churn and Social Contagion](#)

[Social Exploration and Evolution of Social Behaviours in MMORPGs](#)

Stanford University | Computational Policy Lab

Team Researcher, Stanford University, USA | June 2015 - October 2015

[Investigating the 'Wisdom of Crowds' at Scale](#)

Carnegie Mellon University | HCII

Visiting Research Intern, Pittsburgh, USA | May 2014 - August 2014

University of Minnesota | Social Computing Lab

Visiting Research Intern, Minneapolis, USA | May 2013 - August 2013