

Job profile for BI and Analytics Head

Reporting Structure

Reports to:

- Marketplace Health Head

Direct reports:

- Director, Product Analytics
- Director, Financial Analytics
- Director, Fraud Avoidance Manager
- Price Crawling Ex (from MSP)
- Recommendations Ex (from MSP)
- Demand Forecasting Ex (from MSP)

KPIs

- Data quality and reliability
- Cost of BI & Analytics as % Revenue
- Number of change/enhancement request cases
- Number of fraudulent cases flagged/prevented
- Survey of degree of satisfaction with BI and analytics services from internal customers (other divisions, etc.)

Key Responsibilities Areas

- Responsible for creating a single analytics function placing all data-collection and analysis activities under a common leadership with common technology and tools
- Oversee activities and conduct performance review of functions including but not limited to:
 - Product Analytics - Product & conversion analytics (such as page views, loading rate, bounce rate, buyers, sellers, campaigns etc.)
 - Financial Analytics - Financial performance of platform (GMV, payments, order fulfilment, revenue etc.)
 - Predictive/Prescriptive Analytics- Fraud avoidance, pricing, product recommendation engine, demand forecasting etc.
- Ownership of data collection and consolidation and the management information system
- Ensure the development of robust reporting processes and dashboards for all KPIs leading to actionable insights and recommendations for further improvement across stakeholder landscape
- Work with the technology teams on aligning the vision for analytics and also on the regular scoping of product/tool requirements.
- Maintain a strong understanding of existing and upcoming technologies and drive innovation in the space, execute proof of concepts and oversee the execution of delivery
- Any other responsibility as assigned by the competent authority from time to time

Key Shared Accountabilities

- Liaise with department heads to identify, propose, and manage the analysis and interpretation of data to support business decisions.
- Collaborate with category heads to ensure right checks and balances for pricing and improving the recommendations engine
- Work to drive changes in culture, processes and talent required to transform the organization into an analytics-focused organization.

Qualifications and Skill Sets¹

Mandatory

- Minimum 9 years exp in the field of analytics of which at least 6 years leadership experience managing teams in the analytics domain
- PHD/Post graduate degree in Statistics, Operation Research, or related quantitative discipline² (top 40 as per current year)
- Excellent knowledge of using multiple analytics packages and working with large data sets at a web/e-commerce organization
- Experience in building Data Warehouse architecture including designing and implementing it.
- Well-versed with one of the BI and visualizations tools. (Qlik software will be preferred)
- Strong leadership and negotiation skills with business and technical groups
- Capability to work in a fast paced high growth environment.

1. GeM selection committee reserves the right to relax or extend the qualifying criteria. Profiles should be continually refined every 2-3 years 2. <https://www.nirfindia.org/2018/ManagementRanking.html> / <https://www.nirfindia.org/2018/UniversityRanking.html> / <https://www.nirfindia.org/2018/EngineeringRanking.html> / <https://www.nirfindia.org/2018/CollegeRanking.html>