

Job profile for Marketplace Health Head

Reporting Structure

Reports to:

- Chief Marketplace Officer

Direct reports:

- BI and Analytics Head
- Platform Operations Head

Indicative KPIs

- Number of platform statistics monitored
- Number of gaps/deviations from normal detected
- % Reduction in number of customer care calls (platform related)
- Number of actionable KPIs tracked via automated dashboards

Key Responsibilities Areas

- Responsible for the overall health of the platform incl. effectively using data and analytics and ensuring robust monitoring process
- Spearhead the design and delivery of special projects/major tasks requiring coordination and cooperation across multiple business functions and engineering and product teams
- Work with functional managers across department heads to allocate resources to the project teams for strategic programs
- Oversee activities and conduct performance review of functions including but not limited to:
 - BI and Analytics - product, financial and predictive analytics incl. fraud avoidance, pricing, product recommendation, forecasting
 - Platform Monitoring Head - monitoring of UI/UX, order fulfillment, NPS, blacklisting of sellers
- Orchestrate the interface between the analytics and monitoring departments to ensure seamless operation of the platform
- Oversee creation of a single analytics function placing all data-collection and analysis activities under a common leadership
- Oversee the development of robust reporting processes and dashboards for all KPIs leading to actionable insights
- Drive effective communication of issues/inconsistencies and findings with the CTO and the chief marketplace officer
- Define metrics and KPIs to monitor performance, set goals and measure success of the reporting teams
- Any other responsibility as assigned by the competent authority from time to time

Key Shared Accountabilities

- Work to drive changes in culture, processes and talent required to transform the organization into an analytics-focused organization
- Assist the Customer Experience Head in ensuring a healthy NPS score and providing insights/recommendations for improvement
- Support the CTO in decision making and recommendations regarding the platform strategy and its features and functionality roadmap
- Work to drive changes in culture, processes and talent required to transform the organization into an analytics-focused organization
- Responsible for personnel management and building a strong innovative organizational culture

Qualifications and Skill Sets¹

Mandatory

- Minimum 13 years experience in the technology/analytics space of which at least 5 years leadership experience in e-commerce space
- Post graduate degree in in Management, Technology, or related quantitative discipline² (top 30 as per current year list)
- Experience using analytic/database software and working with large customer behavioral data sets
- 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>