



Siddhiraj Dalvi

E-Mail: x26siddhirajd@iima.ac.in Mobile: +91 8806065298 LinkedIn: www.linkedin.com/in/siddhirajdalvi/

Summary

Strategy and planning professional with ~7 years of experience across category strategy, long-range corporate planning, monetization, and competitive intelligence. Has developed and shaped growth strategies that were subsequently adopted and scaled by business and leadership teams, and has partnered with leadership on annual operating plans and board-level decisions. Experience spans a leading fashion e-commerce platform (Myntra), a high-growth health-tech company (HealthifyMe), a global analytics consultancy (ZS Associates), and a performance marketing agency (Merkle Sokrati), bringing a broad, cross-sector perspective on how value is created across business models. Combines structured strategic thinking with strong analytical and commercial rigor.

Professional Experience

Manager - Business Analyst, Strategy & Planning | Myntra | Bengaluru, India

- **Priority Cities Growth:** Drove a strategic initiative to accelerate growth across Tier 1/2 cities trailing platform growth by ~4-5%; identified target cities using affluence, retail density, brand presence and online penetration, and defined cross-functional levers across marketing, selection and supply (targeted campaigns for locally-scarce brands, offline activations, local brand discovery, selection-gap and delivery-promise benchmarking). Target cities outperformed platform growth by ~4% for ~2-3 months; initiative was scaled further by the central revenue team.
- **Women's Ethnic Wear - Growth Strategy (CY'25):** Built the category growth strategy over a ~15% baseline by identifying structural opportunities in underpenetrated segments (sarees, regional variants) and emerging categories (fusion wear, ethnic workwear); evaluated gaps across selection depth, demand trends and pricing architecture to shape assortment expansion. Strategy projected to unlock ~11% incremental growth.
- **Data-as-a-Service - Monetization (0 to 1):** Independently drove a 0-to-1 data product for sellers to unlock a new monetization stream; scoped it through external benchmarking and brand discovery, then partnered with BI and Ads Monetization to ship an MVP covering competitive benchmarking and keyword/search-level insights. ~2/3 of participating brands showed strong interest in scaling, leadership flagged ~5% potential ad-spend uplift, and the initiative was taken forward by monetization and product teams.
- **Offline Loyalty Program Redesign (Mango, Nautica):** Redesigned loyalty programs for offline partner brands using internal diagnostics, cohort analysis and global benchmarking, addressing ~70% customer non-enrolments, weak in-store execution and low repeat engagement; designed a simplified structure, OTP-based onboarding and behavioural nudges toward a 3+ purchase threshold. Redesign projected to deliver ~60% improvement in member value and retention economics.
- **Long-Term Strategy & Planning (5-year horizon):** Analysed customer mix and market trends to inform long-range strategy, identifying over-reliance on high-affluence users even as value fashion grew faster in the broader market; shaped expansion toward value-conscious and Gen-Z segments while protecting premium positioning. Inputs fed into a long-term growth strategy targeting ~25% CAGR.
- **Competitive Intelligence & Customer Insights:** Built and owned competitive dashboards and monthly leadership market-share reports benchmarking online players on revenue, ASP, category mix and regional performance, automating workflows to cut turnaround from ~1 week to under a day; separately built a trend-identification framework and pin code-level micro-market segmentation to guide selection onboarding and marketing focus.

Senior Business Analyst, Analytics & Planning | HealthifyMe | Bengaluru, India

- Led marketing analytics for a ~₹5-6 Cr/month performance marketing budget; started as an individual contributor owning the entire marketing analytics function, then expanded into a central analytics role spanning marketing, product and business planning.
- **Business Planning:** Partnered with the CBO and CEO to co-create Annual and Monthly Operating Plans (AOP/MOP), modelling business scenarios and KPI trade-offs against a ~0% EBITDA target and developing analytical narratives and scenario models for board-level discussions.
- **Data Infrastructure:** Built end-to-end data infrastructure (Python, SQL, APIs, Tableau) enabling near real-time CAC and ROI tracking, compressing budget-decision cycles from ~1 week to same-day optimization; automated financial and marketing reporting, cutting turnaround from several days to a few hours.
- **Fraud Detection & Lead Quality:** Diagnosed ~30% of daily sign-ups as low-quality (default-value entries) through funnel diagnostics, traced the source to specific affiliate channels, and built heuristics-based lead scoring and fraud detection. Reduced wasteful spend by ~₹2L/day, recovered ~₹13L from agency-level discrepancies, and cut lead volume ~33% with no impact on revenue; introduced product-level fixes (randomized defaults) to prevent recurrence.
- Built and managed e-commerce dashboards integrating Shopify, Amazon Ads and internal data for near real-time sales tracking, and worked cross-functionally across product, marketing and sales to enable data-driven decision making.

Business Operations Associate, Analytics & Insights | ZS Associates | Pune, India

- Delivered commercial analytics, forecasting and data operations for pharma clients across short-to-medium-term engagements (3-8 weeks) spanning marketing effectiveness, patient journeys and commercial strategy, as part of a lean 3-member team delivering ~\$800-850K in annual revenue.
- **Marketing Effectiveness:** Analysed claims data to evaluate a US West Coast TV campaign, identifying an initial prescription uplift that lacked sustained growth due to physician-targeting and patient access constraints, and recommended improvements to targeting precision and long-term ROI.
- **Patient Journey & Lifecycle Analytics:** Tracked patient cohorts across therapies using claims data (persistence, refill behaviour, switching patterns, physician specialties) to generate insights on competitive positioning; evaluated migration potential from a drug nearing patent expiry to a new formulation, identifying target patient segments and physician profiles. Also supported sales forecasting and incentive optimization.
- **Data Engineering & Automation:** Built and maintained scalable data pipelines integrating claims and prescription sources, and automated end-to-end market and performance reporting including QC. Cut turnaround from ~1 week to a few hours and contributed ~\$200-250K in annual value through operational efficiency.
- **New Client Setup:** Supported analytics setup for a new client engagement, conducting market assessment (patient-pool estimation, diagnosis segmentation, competitive landscape) and defining business rules to identify target patients, physicians and treatment pathways.

Business Analyst, Performance Marketing | Merkle Sokrati (Dentsu) | Pune, India

- **AJIO (E-commerce):** Managed ~₹20 lakh/day in app-acquisition spend across Android and iOS; identified overdependence on a single campaign cluster, restructured the campaign architecture and diversified audience cohorts and spend allocation. Reduced CAC by ~50% (₹20 to ₹10) while maintaining stable ROI (~0.6); early adopter of Apple Search Ads to scale iOS installs.
- **Eros Now (OTT):** Ran subscription-focused campaigns optimizing cost per subscription, with creative experiments leveraging trending content formats. Improved CTR from ~1.2% to ~2.5%, driving ~65% revenue uplift with no additional spend; managed brand campaigns across Meta and Snapchat for movie releases.
- **WhiteHat Jr (EdTech):** Managed ~₹50 lakh/day in lead-generation spend, scaling campaigns across the US, SEA and Middle East during a high-growth phase and contributing to geo-expansion and performance scaling.

Education

B.E. (Electronics & Telecommunication) - *P.V.G's College of Engineering & Technology, SPPU | Pune, India*

Accomplishments and Awards

- Recognized with the quarterly “Aim High” award at Myntra for operational excellence in competitive market tracking.

License & Certifications

Master's Programme certification in Business Analytics, Simplilearn

Co/Extra-curricular

- Distance runner: completed 2 half-marathons.