



Siddhiraj Dalvi

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Summary

Strategy and planning professional with ~7 years spanning corporate strategy, revenue planning, analytics, and performance marketing. Shaped five-year company strategy, co-owned annual operating plans with the CXOs, built the measurement infrastructure behind them, and managed the acquisition budgets underneath. Skilled in go-to-market and growth strategy, market sizing, competitive benchmarking, customer segmentation, pricing, and funnel and unit economics. Experience spans fashion e-commerce, health-tech, pharma analytics and marketing

Professional Experience

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

May'24-Feb'26

- **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.
- **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.
- **Priority Cities Growth:** Helped drive 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 and campus distribution, Google Maps-based discovery of high-rated local stores, selection-gap and delivery-promise benchmarking vs. competitors). Target cities outperformed platform growth by ~4% for ~2-3 months; initiative was scaled further by the central revenue team.
- **Offline Loyalty Program Redesign (Mango, Nautica):** Redesigned loyalty programs for offline partner brands using internal diagnostics and external benchmarking, addressing ~70% customer non-enrolments, poor data quality, weak in-store execution and low repeat engagement; used cohort analysis to establish that customers with 3+ purchases showed materially higher long-term retention, then designed a simplified structure, OTP-based onboarding and behavioural nudges toward a 3+ purchase threshold. Redesigned structure 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 & Market Tracking:** 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; added quarterly analyses of offline retail players for a fuller market view.
- **Customer Insights & Trend Identification:** Ran pin code-level micro-market segmentation (affluence, occupation, demographics) to surface distinct behavioural patterns (ASP, brand and category preferences) for category and marketing teams; built a trend-identification framework integrating external platforms, Google Trends and internal search data to prioritise emerging trends for selection onboarding and marketing focus.

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

Mar'22-Apr'24

- 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

Apr'20-Feb'22

- 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

May'19-Mar'20

- **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

- Winner, Genesis 2026 case competition at Intaglio, IIM Calcutta's international business school meet
- Finalist in SAMARTH 2026 (Mission 30@30), a national public-policy case competition by the Public Policy Clubs of IIM Calcutta & IIM Bangalore
- 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.