



“Celebrating India and Indianness.”

Mirraw began its journey in 2011 with Shailesh and Anup returning to India to set up their own entrepreneurship dream - an online venture where they were technical and passionate about growth. With that they envisaged creating a large marketplace platform that enabled creators of the world to come online and sell their products.

Identifying a distinct gap in the market - where unique designs sold by creative small and mid-scale designers and manufacturers, Mirraw started off as an online ethnic jewellery brand, with time we have grown our portfolio to include other categories such as Sarees, Lehenga's, Salwar Kameez's and other apparels and later moved into home furnishing as well. Our focus today is on differentiating our experience for our consumers and also ensuring the best quality from our vendors.

With over 5 lac listed products, 5 million and counting customers worldwide, our mission is to bring the world's best ethnic designs to our customer's doorstep. Based out of Fort, Mumbai, Mirraw brings handpicked designs in ethnic jewellery, apparels, accessories & more. With a great fan following in India, US & Europe, Mirraw **aspires to be largest and most trusted brand to deliver the Indian Ethnic experience to the world.**

We are looking for a Business Analyst.

Job Description

Title: Business Analyst

Location: Mumbai, India

Reports to: Development Lead - Growth

Responsibilities:

- Analyse the marketplace, including trends and future state forecasting globally.
- Track competitive set pricing models and trends.
- Compile and track data to be used for ongoing support of business initiatives.
- Provide economic, financial and business analysis to support the assessment of both existing and potential deals.
- Complete complex deep dives highlighting how customers are viewing specific categories.
- Understand customers to support new ideas and create compelling offerings.
- Work cross functionally with the Ecommerce Channels business intelligence, engineering, product management, merchandising and finance teams to document and define initiatives and drive them through execution.



Basic Qualifications

- Analytical / research / predictive modelling experience.
- High proficiency in MS Excel.
- Creating insights from data and forming business decisions.
- Advanced statistical methodologies.
- Additional knowledge of BI tools desired.
- Understanding of digital media or web analytics desired.
- Strong analytical and quantitative skills; ability to work with business owners to define key business questions and to build data sets that answer those questions.
- Strong written and verbal communication; ability to explain approach, process and insights to technical and non-technical teammates.
- Strong leader who can prioritize well and communicate clearly across all levels of the organization with a proven ability to influence others.
- GA, A/ B testing and Multivariate testing.
- Understanding online, email, DM marketing channels Retail/ ecommerce experience is essential in this position, exposure to the ethnic market will be very beneficial.
- Incredibly passionate about the fashion industry.

Do you fit in?

- Bachelor's, master's degree in engineering or Computer Science
 - Excellent verbal and written communication skills
 - Should be tenacious, agile and should adapt to needs. Work would demand learning new technologies
 - Self-starter with ability to learn and contribute with minimal guidance
 - Strong business and technical vision
 - Start-up mentality, high willingness to learn and hard-working
 - Ability to handle multiple competing priorities in a fast-paced environment •
- Exceptional customer relationship skills including the ability to discover the true requirements underlying feature requests, recommend alternative technical and business approaches, and lead engineering efforts to meet aggressive timelines with optimal solutions

What you can expect?

- Flexible work timings
- Intensive performance linked incentives
- Optimized Learning Culture
- Industry leading maternal and paternal leave benefits
- Marriage leaves and benefits
- Approachable and helpful founders a.k.a leaders to guide your career

and much more...