

Data Science @ Ketto

Data Team is the lifeline of Ketto, powering all business verticals with data-backed insights to fuel innovation, helping Ketto bring together thousands of changemakers to achieve healthcare for all in India.

As part of the data team you will work with exceptional colleagues with diverse backgrounds and get exposure to end-to-end operations @ Ketto, while developing deep expertise in your area - Product, Marketing, Business & Technology.

We are data evangelists who truly believe in the power of data to transform businesses. Be it core analytics, data engineering, or machine learning, we encourage our team members to push boundaries and deliver start-of-art data products and solutions.

Role : Analyst (Product, Marketing, Business)

What You'll Do

- Leverage SQL/Python and visualization tools such as Metabase/Tableau to mine massive datasets to deliver data-backed insights
- Build and maintain KPI tracking dashboards to measure the effectiveness of product/marketing/business strategies
- Design A/B experiments, analyze results, and suggest improvements to Ketto's products and services
- Be part of key meetings and roadmap discussions to provide data-backed recommendations to shape Ketto's strategy

What You'll Need

- Education/work experience :
 - Anyone with relevant skills/experience is encouraged to apply, irrespective of degree/qualification ; no cgpa/grades cut-off
- Required Competencies :
 - Strong analytical and problem solving skills to tackle open-ended business questions
 - Ability to extract meaningful insights by mining structured and unstructured data
 - Agile approach to building analytics solutions suited to a fast-paced startup environment
 - Exceptional communication and interpersonal skills to collaborate with stakeholders across different teams
- Technical Skills :
 - Advanced knowledge of SQL ; familiarity with data visualization tools such as Tableau/PowerBI/Looker
 - Good to have : Knowledge of Python/R + basic understanding of statistical testing & machine learning concepts (regressions, decision trees, clustering)

Product Analyst vs Marketing Analyst vs Business Analyst

While all three analyst roles demand similar analytical rigor and technical skills, including KPI tracking and data modeling, the day-to-day projects for the three roles vary in scope. However, with Ketto's data-first approach, there are frequent cross-department collaborations among the roles.

- Product Analyst
 - Works with product managers ; tracks product KPIs, analyzes A/B tests, conducts user-behavior analyses, helps launch new products and features
- Marketing Analyst
 - Works with digital and product marketing teams ; tracks marketing KPIs, measures impact of digital marketing, builds algorithms for personalized communication via channels such as email and Whatsapp
- Business Analyst
 - Works with business development team ; tracks business KPIs, leverages data to identify new business opportunities and partnerships for Ketto