

AJINKYA BOKIL

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Objective: To enable organizations to take informed, data-driven decisions for their long-term success

CAREER SNAPSHOT

- A competent retail strategy and analytics professional with 9 years of experience, out of which 6 years in both e-commerce and omni-channel grocery retail and 3 years as an analytics consultant
- Hands-on experience in developing and executing long-term strategies in supplier partnerships, pricing operations, procurement costing and negotiation analysis
- Successfully implemented data-driven solutions for multiple retail business units including merchandising, pricing, cost, product, supply chain, customer experience and user growth
- Adept in project management, creating data pipelines, conducting root cause analysis, dashboarding & automating analytical reports, and building short- and long-term business strategy in retail merchandising
- Expertise in building high-performing analytics teams for multiple organizations

SKILLS

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|-----------------------------|--------------------------------------|---------------------------------------|
| ▪ Business analytics | ▪ Merchandising strategy & analytics | ▪ Retail pricing strategy & analytics |
| ▪ Retail pricing operations | ▪ Product analytics | ▪ Cost analytics |
| ▪ Negotiation strategy | ▪ Sales analytics | ▪ User growth |
| ▪ SQL | ▪ R | ▪ Google BigQuery |
| ▪ Advanced Excel & VBA | ▪ MS Office Suite | ▪ Project management |
| ▪ C-Suite presentations | ▪ Stakeholder management | ▪ Team management |

KEY ACHIEVEMENTS

- Successfully established analytics teams from scratch in Meesho Superstore (grocery business vertical of Meesho, an e-commerce business) and Flipkart Wholesale (formerly Walmart India)
- Built and implemented the entire data strategy for Meesho Superstore's business units (Merchandising, pricing, cost, supply chain, acquisition and customer experience)
- Changed the way Walmart India priced their products and negotiated with their suppliers leading to increased margins, distribution and sales while reducing procurement costs (Saved ~INR 80m in 6 months)
- Ranked amongst top 10% students of graduating MBA batch of Indian Business School (ISB). CGPA: 3.52/4.00

PROFESSIONAL EXPERIENCE

Meesho Inc., India

Analytics Manager

Sep'21 – Present

- Leading an 11-member team analytics team of Meesho Superstore
- Introduced new pricing policy that helped drive Superstore's perception as a budget-friendly choice amidst customers
- Set up a new ERP system to cover end-to-end journey of a product by overhauling existing systems and processes
- Automated existing systems and built dashboards to enable leaders to take quick, key data-driven decisions across day-to-day activities such as product pricing and ordering, and inventory tracking
- Built a category P&L tracker to introduce transparency in reporting to the leadership
- Helped in preventing frauds by setting up a 'fraud detection module'
- Built a forecast model by identifying the key strategic levers of business to help Superstore achieve ~150,000 orders/day from existing cities of operation
- Identifying and prioritizing next set of geographies for Superstore to expand into
- Reduced forecast error of the predicted daily demand for key fruits & vegetables SKUs from ~80% to ~30%
- Streamlined virtual on-boarding process for new joiners in Meesho's Analytics team

Flipkart Wholesale, India (Formerly Walmart India Pvt. Ltd.)**Analytics Lead****Aug'16 – Sep'21***(Effective Jan 1, 2021, Walmart India Private Limited is a Flipkart business)*

- Founding member of Flipkart Wholesale's analytics team and Walmart India's cost analytics & negotiation strategy team
- Designed and implemented a new pricing strategy, leading to an increase of 7% in sales, 6% in customers and 30 bps in margin
- Saved ~INR 80m in 6 months through cost savings from supplier negotiations by preparing fact-based negotiation dossiers
- Conceptualized and built the 'Data Encyclopaedia'—a one-stop shop for all analytics requirements
- Created a category planning simulator to forecast 'what-if' scenarios for the next year
- Improved sales growth of Walmart's top suppliers by ~15% by building customized strategies for each supplier
- Automated decision to set the ideal quantity slab for discounts to drive increased basket size
- Improved FKWS app functionality by reducing inefficiencies from features like search, customer on-boarding process and targeted push notifications to name a few
- Acted as a liaison between multiple business stakeholders and data engineering team to set-up Flipkart Wholesale's new data platform
- Reduced 7 man-days of work in a month by automating category P&L calculations
- Ensured smooth on-boarding of new suppliers to partner with Walmart India
- Organized Supplier Summit, Walmart's annual supplier meet, which had more than 500 participants

Ma Foi Analytics & Business Services Pvt. Ltd., Bangalore, India**Assistant Manager****Aug'14 – Mar'15**

- Drove business development and analytics' delivery for clients across multiple industries
- Increased customer acquisition rate by 60% for a healthcare service provider
- Improved lead conversion rate by 1.5 times for a leisure hospitality company

Mu Sigma Business Solutions Pvt. Ltd., Bangalore, India**Senior Business Analyst****Dec'11 – Jun'14**

- Co-led a team of 12 members and provided analytics consulting to a leading pharmaceutical company
- Enabled a client to increase their market share by ~0.8% in immunology's ~\$17.1bn injectable drugs market
- Supported a client to realign their marketing and sales strategy by forecasting sales and creating various "what-if" scenarios to recommend the way forward

AWARDS & RECOGNITION

- Won 'Values Award' in Flipkart Wholesale for successful implementation of multiple high-priority projects
- Won 'Ace Alliance' award in Flipkart Wholesale for effectively collaborating in cross-functional projects
- Won 'Kool and the Gang' award in Flipkart Wholesale for collaborating to increase the user-friendliness of the Flipkart Wholesale app
- Won 'Star of the Month' award for creating a functional impact in Walmart
- Received 'Walk the Talk' award for demonstrating a key cultural value of Walmart: "Strive for Excellence"
- Won a Spot Award for excellence in delivery in Mu Sigma

EDUCATION**Indian School of Business (ISB)****Post Graduate Programme in Management (Strategy & Operations)****Apr'15 – Apr'16**

- Operations and Logistics Coordinator of ISL, the flagship sports event of Indian School of Business

Birla Institute of Technology and Science (BITS-Pilani)**B.E. (Hons.) Electrical and Electronics Engineering****Aug'07 – Dec'11**
