

# DHANANJAY DADHEECH

## Business Analytics Specialist

8320482147 @ iamdhananjay197@gmail.com https://www.linkedin.com/in/dhananjay-dadheech-850439150  
Bangalore

### SKILLS

#### Technical Skills

SQL

Excel

Power BI

Tableau

G-sheet

Databricks

Python

Azure

AWS

#### Analytical skills

Impact Sizing

Dashboarding

Root Cause Analysis (RCA)

Pricing

AB testing

Machine Learning

Retention


Acquisition

Customer Segmentation


Recommendation Strategy

Supply Chain Analytics

### ACHIEVEMENTS



Awarded for being proactive and getting appreciation from clients for providing sharp actionable insights - Tredence.



Awarded for creating a robust dashboard providing 360° business view for Swiggy.

### EDUCATION

#### B. Tech

National Institute of Technology

CGPA  
8.1 / 10

2020

Surat, India

#### HSE

Lions English School

%  
92.1 / 100

2015

### SUMMARY

~4 years of analytics experience with a track record of delivering actionable insights and enhancing customer experience. Eager to adapt and learn while leveraging cutting-edge technologies to drive growth.

### EXPERIENCE

#### Senior Manager - Analytics

zepto 02/2024 - Present Bangalore

##### Strategic

- Developed a **Vendor Allocation System** that automated indent assignments based on a scoring mechanism, leading to increase in Fill rate by **6-7%**.
- Built a **Fill Rate Master Dashboard** to monitor business performance and detect gaps across dimensions, with an **integrated RCA Tracker** for proactive gap identification and mitigation on a daily basis.
- Developed an **hourly OOS predictor** dashboard to identify SKUs at **risk of stockout**, enabling timely replenishment and **improving availability by 4%**.
- Created **10+ Daily Automated Reports** for sourcing and pricing domain to swiftly identify anomalies and implement corrective actions.

##### Enablement

- Developed and automated dashboards to track key metrics (**GMV, GFV, NM%, GPPO, CPO, ARPU, DEQ%, OOS%, Contact Rate, Fill Rate etc.**) across subcategories, providing detailed insights into the health of the F&V category.
- Developed comprehensive SQL code repositories as **Zepto FNV Analytics handbook** for stakeholders, freeing up bandwidth for more complex analytics tasks

#### Business Analyst

SWIGGY 01/2022 - 10/2023 Bangalore

##### Strategic

- Implemented **KNN and K-means Clustering** Algorithms for creating **Customer Segments** for targeted marketing.
- Built & deployed data-driven dish recommendation system using advanced algorithms, boosting **CTR by 10%** and **CVR by 20%**.

##### Discovery

- Increased MoM retention of new users by **15pp** by providing actionable insights.
- Increased customer LTV by reducing Incorrect Address Cancellations by **14%**.
- RCA-driven fraud detection prevented **₹10 Lakhs** loss from new user coupon exploit. Collaborated with engineering to close the gap.
- Performed **in-depth RCA** for unfolding the engineering gaps in one of the updates to improve Customer experience while onboarding the address.

##### Experimentation

- Implemented **A/B experiments** across various initiatives to improve customer experience and minimize instances of incorrect order cancellations
- Created detailed **Analytics Requirement Documents** to instrument events for tracking success and checking metrics for various products.

##### Enablement

- Crafted detailed dashboards for multiple initiatives, including the organization-wide Central Growth Summary Dashboard with **1000** monthly views.
- Tracked key metrics (**OPD, visitors, reactivations, active users**, etc.) across diverse domains, delivering valuable insights to different stakeholders.

#### Analyst

TREDENCE 11/2020 - 01/2022 Bangalore

##### Client Facing (US)

- Boosted sales by 20% for a major American fashion retailer through targeted promotions using GLM models; automated monthly usage scripts.
- Developed a Python tool to estimate and forecast Snowflake costs, enhancing tech budget planning efficiency.