

SANDIP DOGRA

Senior Analytics & Data Leader

Analytics Strategy • Business & Commercial Analytics • Data Platforms • AI-Native Analytics

Bangalore, India | +91 95639 15920 | sandip.dogra28@gmail.com | [linkedin.com/in/sandipdogra](https://www.linkedin.com/in/sandipdogra) | Open to Relocate

12+ Years in Analytics & BI • Currently at Porter • ex-Zepto, Meesho, Skylo, Ola • ex-Founder, Khetra Agritech

PROFESSIONAL SUMMARY

Analytics and data leader with 12+ years of experience building decision-intelligence functions across logistics, quick commerce, mobility and e-commerce. Leads a 14-member analytics organisation at Porter spanning platform, growth, finance and product analytics, and previously built a 26-member team at Zepto. Track record of moving organisations from request-driven reporting to governed self-service: a BI platform serving 1,500+ users across 270+ KPIs at Zepto, and a Metric Store and Semantic Layer at Porter that cut typical SQL-to-insight time from 4 days to 2 hours. Pairs commercial depth in pricing, supply, finance and risk with hands-on expertise in data platforms, governance, SQL, Python and dbt, and is now building AI-native analytics with MCP and LLM agents. Executive MBA in AI & Emerging Technologies.

CORE COMPETENCIES

Strategy & Leadership	Data & Analytics Strategy • Executive Stakeholder Management • Roadmap Planning
Team Leadership	Leading Multi-Vertical Analytics Teams • AI-First Function Design • Hiring & Capability Frameworks
Data Platform & Governance	Semantic Layer • Data Governance • Self-Serve BI • Data Catalogue • Reporting Automation • Dashboarding
Business Analytics & Insights	Business Analytics • Commercial Analytics • Business Insights • Data-Driven Decisions • Customer Insights
Finance Analytics	P&L-Linked Analytics • Pricing Analytics • Forecasting • AOP Planning • Revenue Analytics • Risk & Fraud
Product & Experimentation	Product Analytics • A/B Testing • Funnel & Retention Analytics • Event Instrumentation
AI-Native Analytics	MCP / LLM-Agent Integration • Metric Store & KPI Standardisation • Conversational Analytics

PROFESSIONAL EXPERIENCE

Senior Analytics Manager | Porter

Sep 2023 – Present

Bangalore • Logistics & Mobility, B2B/B2C — analytics lead across Porter's core business lines

Analytics Organisation

- Lead a 14-member analytics organisation across platform, growth, finance and product analytics, accountable for hiring, capability development and delivery.
- Introduced the Analytics Engineer function to strengthen in-house data and AI analytics capabilities.
- Implemented Compass, an analytics capability framework standardising role expectations, progression and analytical rigor from hiring through performance assessment.

Data Platform & Decision Intelligence

- Led design of Porter's Central Data Product, a unified data warehouse and governance layer that serves as the trusted foundation for enterprise reporting across business lines.
- Moved analytics from request-driven reporting toward governed self-service through a Metric Store and Semantic Layer. Typical SQL-to-insight time fell **from 4 days to 2 hours**, dashboard development from 7 to 2 days, and ad-hoc requests dropped by 90% in covered domains.
- Established data governance, catalogue, privacy and security standards covering access controls, PII masking, metadata discovery and audit trails.

AI-Native Analytics

- Building an AI-native analytics layer using MCP and LLM agents to connect governed enterprise metrics and data with conversational decision support, while preserving governance, access controls and metric consistency.

Commercial, Finance & Operations

- Own finance analytics across revenue and supply target setting, pricing, discounting and commercial performance, partnering closely with Finance.
- Provide certified financial datasets and reconciliations in support of external audit.
- Built demand and supply forecasting and supply management analytics for driver and fleet planning, contributing to a 4% improvement in Fulfilment Rate.
- Created Porter Prime, a score-based supply performance model adopted as a company-wide benchmark.
- Established risk and fraud analytics capabilities addressing bad debt and revenue leakage.
- Partnered with Support, Ops and Product to reduce Tickets per Order **from 4 to 0.6**, improving customer experience and support efficiency.

Product & Customer Analytics

- Established the Product Analytics function, including event instrumentation standards, tracking plans and A/B testing frameworks.
- Built a Customer Data Platform enabling unified customer profiles, segmentation and targeted marketing and personalisation.

Senior Data Officer | Zepto

Nov 2021 – Sep 2023

Mumbai • Quick Commerce, B2C, Retail

- Joined as the first analyst and built Zepto's analytics foundation from scratch, then built and managed the team to a 26-member organisation spanning multiple business verticals.
- Designed and scaled a BI platform serving **1,500+ users across 270+ KPIs**, establishing a company-wide source of truth for business reporting.
- Developed inventory stock prediction capabilities to improve working-capital efficiency, reduce wastage and prevent stockouts.

- Co-built the Ads & Monetisation platform, creating a new revenue stream for the business.
- Implemented company-wide data governance and data catalogue standards, improving measured data accuracy by 40% against the pre-governance baseline.
- Directed finance analytics across FinOps and Business Finance (financial modelling, MIS, revenue and cost reporting, reconciliation), ensuring GST, internal-audit and monitoring compliance.
- Developed risk and fraud analytics covering payment fraud, refund abuse and discount abuse.
- Supported CEO-office initiatives including investor-relations data management and fundraising data-room preparation.

Business Analyst, Commercial & Sales | Skylo

Mar 2021 – Nov 2021

Bangalore · NB-IoT, Satellite Communication, B2B

- Managed commercial and sales analytics across billing and sales operations, translating business requirements into reporting and decision-support solutions.
- Automated sales and billing reporting, reducing manual reporting effort by 85%.
- Led the NetSuite ERP implementation, improving operational efficiency by 15% and contributing to an estimated **\$250K** in annual savings.

Associate Manager, Business Intelligence (Category) | Meesho

Feb 2020 – Mar 2021

Bangalore · E-Commerce, Reselling, B2B2C

- Owned category performance analytics and commercial levers for Women's Dress Material across key accounts, campaigns, inventory, pricing and catalogue.
- Automated product-listing and category-page analytics, contributing to 8% sales growth and 13% cross-category traffic growth.
- Developed monetisation frameworks that lifted ad-slot utilisation by **~80%**.
- Automated pricing workflows, reducing manual intervention and improving pricing consistency.
- Improved catalogue quality and reduced duplicate listings; optimised landing pages and the refund process to support conversion and customer experience.
- Managed key seller relationships and planned category campaigns and promotions to improve assortment, availability and traffic.

Founder, Business & Product | Khetra Agritech

Aug 2019 – Feb 2020

Bangalore · Agritech, B2B

- Founded and operated a digital agritech platform end-to-end across product, operations and go-to-market.
- Fulfilled 650+ orders and generated **₹27L+** revenue in six months.
- Recognised by IIT BHU and featured in Dainik Jagran for industry innovation.

Associate Manager, Analytics & Category Management | Ola

Nov 2015 – Aug 2019

Bangalore · Ride-Sharing, Mobility, B2C, P2P

- Worked across Auto, Bike Taxi and Category Management analytics, supporting growth, pricing, supply and marketplace performance.
- Built and automated dashboards and reporting across pricing, discounts, incentives, supply behaviour, driver utilisation and fulfilment; analysed marketplace levers and driver economics to identify supply-demand gaps.
- Built a Customer Lifecycle Management data platform, contributing to 8% higher retention and 42% higher engagement.
- Developed fraud-detection and cancellation analytics, contributing to a 6% improvement in profit for the affected segment.
- Developed referral and pricing models that contributed to 12% revenue growth and a **65%** reduction in CAC.
- Built a route-optimisation algorithm that lifted average ticket size **from ₹250 to ₹1,100** in the targeted segment.

ADDITIONAL EXPERIENCE

MIS Analyst — Medfin (Insurance, Healthcare, Medclaim) · Feb 2014 – Nov 2015 · Kolkata

Sales Executive — Tata Business Excellence Group, Tata Sky (Broadcasting, BPO) · Sep 2012 – Feb 2014 · Kolkata

Customer Support Executive — HGS, Airtel (Telecom, BPO) · Jul 2010 – Jul 2012 · Durgapur

KEY PROJECTS

- **Payment & Reconciliation Systems:** Automated reconciliation across databases, payment gateways and banks for millions of transactions, reducing finance-ops effort by 90%.
- **Enterprise Reporting Architecture:** End-to-end data architecture across ETL, modelling and presentation layers, reducing redundant code by 60% and improving warehouse performance by 80%.

EDUCATION

Executive MBA, AI & Emerging Technologies — O.P. Jindal Global University (Hybrid) · Sep 2024 – 2025 · Panipat

Bachelor of Commerce — Indira Gandhi National Open University · 2012 · Durgapur

TECHNICAL SKILLS

Data & Cloud	SQL • Python • R • PostgreSQL • NoSQL • Hadoop • HiveQL • Snowflake • BigQuery • Redshift • AWS • GCP
BI & Visualization	Tableau • Power BI • Looker • Looker Studio • MicroStrategy • Metabase • Superset
Product & Web Analytics	Amplitude • Mixpanel • Google Analytics
Data Governance & Catalogue	OpenMetadata • Atlan • Collibra • MDM • Data Catalogue
Data Engineering & AI	dbt • Airflow • Hevo • ETL • MCP • LLM Agents • Git • Jira • Agile/Scrum