

ANSHUL MARELE

Senior Analytics & BI Leader

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PROFILE

Seasoned analytics professional with 15+ years driving commercial growth through advanced analytics, business intelligence, workflow automation, and AI-assisted strategic problem-solving across supply chain, manufacturing, and FMCG. Partner to senior leadership on pricing, fraud detection, profit leakage prevention, and decision systems. Delivered INR 3.75M+ savings/loss prevention in a single engagement, with double-digit retention, cost, and efficiency gains across roles.

CORE EXPERTISE

Analytics & strategy: Pricing analytics, customer analytics, forecasting, KPI design, root-cause analysis, A/B testing, statistical analysis, growth analytics, FP&A, risk & fraud analytics.

Data & BI: Microsoft Fabric, Databricks, PySpark, SQL, Python, Excel, Google Sheets, Looker Studio, Power BI, Tableau, Power Automate, dbt, Google BigQuery.

Data foundations: ELT pipelines, medallion architecture, data modelling, data quality, single-source-of-truth design, dashboard development, workflow automation.

EXPERIENCE

Senior Analytics Manager

Jan 2024 – Apr 2026 · Agraga, Virya Logistics Technologies Pvt Ltd · Bengaluru

- Advised the CEO on the LCL vertical across pricing strategy, customer/funnel analytics, and operational efficiency.
- Designed agentic AI workflows for pricing, commercial-risk, and market scenarios with minimal manual intervention.
- Identified and prevented 4%+ ongoing profit leakage through proactive pricing-discrepancy monitoring.
- Built an LCL product business model with dynamic pricing and cost controls, delivering ~7% higher returns.
- Delivered 11+ workflow automations and enterprise process flows, cutting decision-cycle time by ~65%.

Analytics Consultant (Independent)

Jul 2023 – Dec 2023 · Independent Consulting · Indore

- Delivered end-to-end Power BI implementation for a manufacturing SME, reducing report-generation time by ~80%.
- Researched and implemented Zoho accounting software for Synchem Pharmaceuticals to improve financial data integrity.

Business Analyst

Nov 2022 – Jun 2023 · Blackbuck, Zinka Logistics Solutions Pvt Ltd · Bengaluru

- Used cluster and panel-data analysis to uncover retention drivers contributing to a 12% retention improvement.
- Ran A/B and multivariate tests for acquisition and retention initiatives.
- Automated complex reporting in Google Sheets and Apps Script, reducing reporting time by 95% and saving 110+ hours/month.
- Built a sales-performance model that informed workforce optimisation and reduced payroll costs by 11%.

Head Analyst

Sep 2021 – Oct 2022 · Bakersville India Pvt Ltd · Indore

- Automated 9 high-frequency operational tasks with Power Automate, dbt, and SQL, reclaiming 300+ hours/month.
- Established data-governance consistency checks, star-schema models, audit logs, and naming conventions.
- Built inventory planning and sales forecasting in Python, reducing stockouts by 70% and order fulfilment time by 36%.

Risk & Business Data Analyst

Jun 2018 – Aug 2021 · Jindal Worldwide Ltd · Ahmedabad

- Built a Python fraud-risk model with an 80% suspicious-transaction detection rate, preventing INR 2.80M+ annual loss.
- Automated financial validation and reconciliation with PySpark/SQL, raising accuracy from ~80% to 99.5%.
- Delivered Marketing Mix Modelling and real-time cost, headcount, and pricing analytics.
- Resolved 18 major process gaps and delivered INR 0.95M annualised savings through procurement insights.

Financial Planning & Analysis Specialist

Dec 2010 – May 2018 · Marvellous Overseas India Pvt Ltd (Mayur Group) · Indore

- Led FP&A, forecasting, budgeting, financial models, and scalable executive reporting architecture.
- Used regression, time-series forecasting, and trend analysis for sales, inventory, and customer decisions.
- Built cost analytics and KPI dashboards with direct P&L; recommendations.

EDUCATION & CERTIFICATIONS

CA Intermediate — 3.5-year articleship in internal and external audits, ICAI · Jul 2007 – Nov 2010

B.Com. — Accountancy, Financial Management & Costing, Devi Ahilya Vishwavidyalaya · Jul 2006 – Mar 2009

Certification in Analytics — IIM Lucknow · Jan 2021 – Aug 2021

Certification in Strategic Cost Management — IIM Ahmedabad · Feb 2021 – Mar 2021

SELECTED RECOGNITION

INR 3.75M+ quantified savings and loss prevention; 400+ hours saved monthly through automation; two formal appreciations from Agraga's co-founder; accelerated promotions at Jindal Worldwide and Marvellous; five consecutive Exceeded Expectations ratings at Marvellous.