

Sales Analyst – Mass Offline

About us: Phonepe is the leader in the UPI based payments in India with a market share of more than 40%. Our goal is to make payments so easy, safe and universally accepted that people never feel the need to carry cash or cards again. We believe India is at the cusp of a new mobile revolution, which will change the way we manage our money on the go. We see ourselves facilitating this change, through technology and dogged customer centricity. PhonePe went live in 2016 and crossed 5 bn transactions on its platform in 2019. In 2020, PhonePe forayed into diverse areas with the launch of insurance and super funds. Today we have 440+mm registered users and 35 mm merchants live on our platform.

Job Objective: The role will entail developing in-depth understanding of mass retail merchants network pan-India. The incumbent will be responsible for not only managing the sales team, but also to provide insights about the market to ensure an increase of market share of PhonePe in the offline business. In addition, the role involves extensive data processing and knowledge generation for use of multiple layers.

Reporting Matrix: The role will report to the Urban Regional Manager.

Responsibilities:

- Identify data parameters to be tracked and reported for driving on-field execution
- Provide recommendations to improve reporting efficiency and consistency across
- Drive quality in execution through data analysis, audits and providing such reports for reviews
- Prepare and distribute management reports in accurate and timely manner
- Develop and maintain updated and accurate organization databases
- Do dipsticks on reports and recommendations to validate with on ground observations.
- Liaise with internal stakeholders to ensure timely and accurate delivery of resources on ground
- Work with sales team to ensure resolution of queries on FL recruitment and pay-outs
- Liaise with regional teams to understand their data requirements and operationalise automated reports for timely and accurate delivery on ground
- Work with sales team to ensure third party channel management

Requirements:

- Candidate must have sound knowledge of MIS, Data Management & be proficient in excel
- Graduate with good academic record; MBA would be a plus
- Proven working experience of 2 - 4 years in sales function would be preferred (off roll / on roll)
- Exposure to the startup environment is an added advantage.
- Strong ethics and discretion while dealing with customers
- Good communication skills and ability to correctly gather the requirements and convert them into meaningful report