

Job Description –Data Analyst (AI & Mobility Analytics)

Position: Data Analyst – AI, Business Intelligence & Mobility Analytics

Reporting To: Chief Technical Officer (CTO)

Location: Delhi / New Delhi

Salary: As per industry standards.

Experience: 3-5 years, preferably with experience in mobility, transportation, logistics, e-commerce, fintech, or other high-volume transaction-based businesses.

Role Overview

We are looking for a **Data Analyst with strong analytical fundamentals and practical knowledge of AI/ML** to drive data-led decision-making for **Bharat Taxi**.

The candidate will be responsible for converting large and complex operational, customer, driver, pricing, and financial datasets into actionable insights. The role requires strong expertise in **SQL, Python, statistics, data modelling, BI dashboards, experimentation, and business analytics**, along with the ability to leverage **AI/ML and Generative AI tools** for advanced analysis and automation.

The ideal candidate should be able to independently identify business problems, analyse data, build analytical models, communicate insights to senior management, and work closely with the Product, Technology, Operations, Finance, Marketing, and Pricing teams.

Key Responsibilities

1. Data Analysis & Business Intelligence

- Analyse customer, driver, booking, trip, revenue, cancellation, payment, and operational data.
- Develop meaningful business metrics, KPIs, dashboards, and analytical reports.
- Identify trends, anomalies, inefficiencies, and opportunities from large datasets.
- Perform root-cause analysis for business and operational issues.
- Develop automated MIS and management reporting systems.
- Ensure accuracy, consistency, and reliability of business data.
- Debug queries and optimise results.

2. Mobility & Marketplace Analytics

- Analyse **demand and supply patterns** across cities, zones, time slots, and vehicle categories.

- Analyse driver activation, online hours, utilisation, acceptance rate, cancellation rate, and retention.
- Analyse customer acquisition, conversion, repeat bookings, retention, and LTV.
- Study booking patterns and identify factors affecting successful ride conversion.
- Analyse city-wise and category-wise operational performance.
- Support optimisation of marketplace efficiency between customer demand and driver supply.

3. Pricing & Revenue Analytics

- Work closely with the **Pricing/Financial Analyst and COO** on data required for pricing optimisation.
- Analyse fare structures, trip distances, demand patterns, driver earnings, customer behaviour, and competitor pricing data.
- Identify pricing anomalies and opportunities for fare optimisation.
- Conduct price elasticity and sensitivity analysis.
- Support development of dynamic and data-driven pricing models.
- Evaluate the impact of pricing changes through controlled analysis and A/B testing.

4. AI & Machine Learning

- Apply AI/ML techniques to business and mobility problems.
- Develop predictive models for:
 - Demand forecasting
 - Driver supply forecasting
 - Booking conversion
 - Customer churn
 - Driver churn
 - Ride cancellation
 - ETA and trip behaviour
 - Revenue forecasting
 - Customer LTV

- Use Generative AI tools to accelerate data analysis, reporting, documentation, and insight generation.
- Explore AI-based anomaly detection and automated business intelligence.
- Work with Data Scientists/Engineers where advanced ML models require productionisation.

5. Statistical Analysis & Experimentation

- Apply strong statistical fundamentals to business problems.
- Design and evaluate **A/B tests and controlled experiments**.
- Perform hypothesis testing, correlation analysis, regression, forecasting, and segmentation.
- Measure the statistical and business significance of product, pricing, marketing, and operational changes.
- Ensure that business decisions are based on statistically sound analysis rather than assumptions.

6. Data Quality & Governance

- Identify discrepancies between different data sources and systems.
- Establish data validation and reconciliation checks.
- Work with Technology/Data Engineering teams to resolve data-quality issues.
- Define and maintain business definitions for key KPIs.
- Ensure consistency across dashboards, MIS, APIs, databases, and management reports.

7. Dashboard & Management Reporting

- Build and maintain executive dashboards for senior management.
- Develop dashboards covering:
 - Bookings
 - Revenue
 - Active customers
 - Active drivers
 - Driver utilisation
 - Conversion

- Cancellation
- Retention
- Customer acquisition
- City performance
- Vehicle category performance
- Pricing performance
- Marketing performance
- Present insights and recommendations to the COO and senior management.

Required Technical Skills

Strong Fundamentals – Mandatory

- Excellent understanding of **statistics and data analysis**.
- Strong SQL skills, including complex queries, joins, CTEs, window functions, aggregations, and optimisation.
- Strong proficiency in **Python** for data analysis.
- Strong understanding of data structures, databases, and data modelling.
- Ability to work with large datasets and identify patterns independently.
- Strong problem-solving and logical reasoning abilities.

Data & BI Tools

Experience with one or more:

- Power BI
- Tableau
- Looker / Looker Studio
- Excel / Advanced Excel
- PostgreSQL / MySQL
- BigQuery / Snowflake / similar data warehouses

AI/ML Skills

- Working knowledge of Python libraries such as **Pandas, NumPy, Scikit-learn, Matplotlib/Seaborn**.
- Understanding of machine learning fundamentals.

- Familiarity with predictive modelling and forecasting.
- Knowledge of Generative AI and LLM-based analytical tools.
- Ability to use AI tools for data exploration, SQL generation, automation, and insight generation.
- Understanding of model evaluation and avoiding statistical/AI-driven analytical errors.

Mobility Analytics Experience – Preferred

Experience with companies/platforms involving:

- Taxi / ride-hailing
- Mobility
- Logistics
- Delivery
- E-commerce marketplaces
- Transportation
- Fintech or other high-volume transactional businesses

Knowledge of **marketplace economics, demand-supply balancing, driver behaviour, customer behaviour, pricing, surge/dynamic pricing, and unit economics** will be highly desirable.

Key Performance Indicators for the Role

The candidate will be expected to contribute towards improving:

- Booking conversion
- Driver utilisation
- Customer retention
- Driver retention
- Revenue per trip
- Contribution margin
- Customer LTV
- CAC/LTV efficiency
- Cancellation rates

- Supply-demand balance
- Pricing efficiency
- Forecast accuracy
- Data accuracy
- Reporting automation
- Management decision-making speed

Desired Competencies

- Strong analytical and quantitative thinking.
- Ability to challenge assumptions using data.
- Strong business understanding in addition to technical skills.
- Ability to independently investigate ambiguous problems.
- Excellent communication and presentation skills.
- Ability to explain complex analysis to non-technical stakeholders.
- Strong attention to data accuracy and detail.
- Ownership-oriented approach.
- Ability to work in a fast-paced environment.
- Comfortable working directly with senior management/COO.

Education

Mandatory: Bachelor's degree in Engineering, Statistics, Mathematics, Economics, Computer Science, Data Science, or a related quantitative field.

Preferred: MBA, Master's in Data Science/Analytics, Statistics, Economics, or a related field.

What We Are Looking For

The ideal candidate is **not just a dashboard/MIS analyst**. We are looking for someone who can:

Understand the business problem → identify the right data → analyse it statistically → use AI/ML where appropriate → derive insights → recommend actions → measure the outcome.

The candidate should have strong fundamentals in **SQL, Python, statistics, business analytics, and data interpretation**, with the ability to use **AI as a productivity and analytical advantage rather than as a substitute for analytical fundamentals**.

SAHAKAR TAXI COOPERATIVE LIMITED

Application Proforma

Application for the post of ----- Preferred place of posting -----

1. Name of the Applicant: _____

2. Gender: _____

3. Mother's/Father's Name: _____

4. (i) Date of Birth (dd / mm / yyyy) : _____

(ii) Age as on 30th June 2026: _____

5. Present residential Address:

6. Native Place : _____

7. Marital Status: _____

8. Religion: _____

9. (i) Qualification - _____

(ii) Experience in Details _____

(iii) Current Salary (Submit Salary slips): _____

10. Address for communication

11. Phone Number & E-mail Id:

12. Any other relevant information (use a separate sheet, if necessary)

13. Knowledge of Language: Hindi/English/Gujarati-----

14. A short note on your suitability for the post:

15. Whether any Criminal case is pending against you? if yes, Please give details: Yes/No

16. Whether you were convicted by any court at any time in your life? if yes, Yes/No Please give details:

Latest Self
Attested
Photo

17. Whether any financial liabilities/ any other obligations are pending with Yes/No present employer?
if yes, please give details:

Whether you have any conflict of interest with or pecuniary interest that you Yes/No could derive by working in this assignment with the Government of India? if yes,

Please furnish the details:

UNDERTAKING

- (i) I have gone through the "vacancy circular/advertisement" and agree to the terms and conditions given there.
- (ii) I undertake to submit the original documentary proof in respect of my educational qualifications, work experience, date of birth, address and all other documents submitted by me as and when asked.
- (iii) I understand that I fulfil the eligibility criteria viz. age, education qualification and required experience as per the advertisement. In case of non-eligibility my candidature is liable to be rejected without informing me.
- (iv) I have carefully gone through the vacancy circular/advertisement, and I am well aware that the information furnished in Application form duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the post.
- (v) If detained, convicted, debarred etc., after the completion and submission of the form, the details will be communicated immediately to STCL, failing which it will be deemed to be suppression of information.
- (vi) The information/ details provided by me are correct and true to the best of my knowledge and no material fact having bearing on my selection has been suppressed/withheld. I understand and agree that in the event of any information being found false or incorrect/incomplete or ineligibility being detected at any time before or after selection /interview, my candidature is liable to be rejected.

Date:

Place:

Signature of the Candidate.

Kindly share the duly filled application form along with your resume at hr@sahakartaxi.com.