

SucSEED backs BIVA Analytics, an Intelligent Business Assistant SaaS Platform

(BIVA Analytics, a trained analytics assistant for e-commerce brands, raises Seed Funding from SucSEED Indovation Fund)



[BIVA Analytics](#), a plug and play analytics platform, offering E-commerce businesses a unified analytics perspective across multiple platforms has raised \$500k in its Seed Round. The investment was led by Equanimity Ventures and saw participation from SucSeed Ventures, WarmUp Ventures, T-Hub and value-additive angels. This successful fundraising round marks a significant step forward in the company's journey to redefine the E-Commerce Analytics landscape.

E-commerce businesses generate a ton of data. Deriving insights from this data is critical for the business's growth, however doing it manually is tedious, expensive and not scalable. BIVA Analytics is a no-code SaaS tool for e-commerce businesses that aggregates business-related data from multiple sources such as e-commerce stores, marketplaces, marketing platforms, logistics platforms, payment gateways, and order management platforms. BIVA gets all this data on one dashboard and represents it in robust and intuitive pre-built reports. This enables workflow automation and seamless interpretation of insights for enhanced business efficiency. Excitingly, BIVA has future plans to incorporate AI enhancing capabilities for marketing automation and competitor benchmarking.

BIVA has experienced significant traction in recent months, with its one-stop solution for D2C brands and e-commerce businesses. It has leading E-commerce brands and large enterprises in the space of Beauty & Personal Care, Apparel, Food & Nutrition, FMCG etc. as its customers. It also works closely with leading e-commerce marketing agencies and financiers. The funds raised will enable BIVA to invest in product development, market expansion, and talent acquisition, enhancing its E-commerce Analytics product offerings, and strengthening its market position.

BIVA's Founders, **Abhiram Kolli** and **Akhila Ganti**, expressed gratitude for the overwhelming support, stating, *"This successful fundraising round is a testament to the hard work and dedication of our entire team. We are excited about the future and are well-positioned to accelerate our growth, drive innovation, and make a lasting impact in the B2B SaaS Analytics space."*

Mr. Rajesh Sehgal, Managing Partner, Equanimity Ventures, said, *"BIVA's platform empowers e-commerce businesses with unified analytics, automation, and growth potential. Abhiram and Akhila have a deep understanding of user problems, which is reflected in the robust SaaS platform that they have*

built. Until now, they have been under the radar fine tuning the product. The current funding round will help them get discovered. We believe that BIVA is poised to revolutionize e-commerce analytics and are excited to partner with them as an early backer.”

Speaking on their investment reasons; **Vikrant Varshney** Co-Founder & Managing Partner of **SucSEED Indovation Fund**, said *“BIVA Analytics, a fully automated BI & Analytics platform, helps D2C Brands scale up their businesses. It stands out with a novel GTM strategy, capitalizing on agency partnerships for broader sales outreach and outsourcing flexibility. According to Fortune Business Insights, global big data analytics market size was valued at \$ 271.83 Bn in 2022 and is projected to grow to \$745.15 Bn by 2030, exhibiting a CAGR of 13.5% during the forecast period. Market Response from large Enterprise in last one year to BIVA has been quite encouraging and we are keen to help them on their growth path”*

M. Srinivas Rao, CEO **T-Hub**, said *"Extremely proud to have witnessed BIVA's growth journey and success story. By focusing on their fundamentals, tapping the passion of their founding team, identifying market gaps, their business intelligence for proactive decision making and exploring untapped opportunities, BIVA has proved again that Indian startups have the power to change the Global SaaS landscape. T-Hub wishes them all the best"*

Sharad Bansal, Founding Partner, **Warmup Ventures**, said, *“BIVA has developed a world class no-code analytics cum intelligence platform leveraging integration of advanced technologies. The founders Abhiram and Akhila are engineers turned product manager and marketer. They have built globally scalable - enterprise-ready solutions loved by customers across domains. As a Founders’ led fund, we at Warmup look to support companies beyond capital and we are excited to join BIVA in their journey as they help brands grow efficiently and seamlessly around the globe.”*

Utsav Agarwal, founder **Evenflow**, said *"In the last 2.5 years of running Evenflow Brands, I've come across multiple solutions for analytics & reporting, however none as good as BIVA. The founding team brings a world of knowledge of ecommerce reporting & automation - not only for Indian marketplaces, but also for global. And it's important to note that most marketplaces still don't have an open API - making this problem statement a very important one to address and solve for."*

About BIVA ([Website](#); [LinkedIn](#))

Biva, a no-code analytics platform, offers E-commerce businesses a unified analytics perspective across multiple platforms. It delineates the brand's customer journey into pre, during, and post-sale details through pre-built dashboards and reports. This enables workflow automation and seamless interpretation of insights for enhanced business efficiency.

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Drive Link for Release Content Copy, Company Logo, Founder and Team Pictures and more information-
[https://drive.google.com/drive/folders/1nIR--MfFgZBKz5bUlbb_lwCrQvMD0-kn?usp=drive link](https://drive.google.com/drive/folders/1nIR--MfFgZBKz5bUlbb_lwCrQvMD0-kn?usp=drive_link)