

# Naval Durafe

P: (551) 263-5359

www.linkedin.com/in/naval-durafe

E: [durafenaval@gmail.com](mailto:durafenaval@gmail.com)

## Education

<b>Stevens Institute of Technology, NJ:</b> Masters in Finance; <b>Concentration:</b> Business Intelligence and Analytics ( <b>GPA: 3.97</b> )	<b>May 2023</b>
<b>Indore University, India:</b> Master of Business Administration in Business Analytics ( <b>GPA: 3.70</b> )	<b>May 2021</b>
<b>Christ University, India:</b> Bachelor of Business Administration in Finance and International Business ( <b>GPA: 3.35</b> )	<b>May 2018</b>

## Technical Skills

**Project Management Tools:** Tableau, JIRA, GitHub, Share Point, Lucid Chart, Monday

**Analytics Tool:** Google Analytics, Power BI, Tableau, Looker, Excel, Integrate.io, Bloomberg

**Statistical Methods:** Regression Analysis, A/B Testing, Hypothesis Testing, Supervised and Unsupervised Learning

**Programming & Database:** Python, R, MySQL, PostgreSQL, Power Query, Smartsheet

**Financial Expertise:** Financial reports, Account reconciliation, Investment Planning, Financial Management, Auditing, Risk Management, Analytical Research, Quantitative Financing, Budget Management

**Business Skills:** Google Office Suite, MS Office Suit, Data Analytics, Data Visualization, Pipedrive (CRM), ERP

## Work Experience

**Business Analyst, RAA NYC LLC, Parsippany, NJ** **October 2022 – Present**

- Utilized advanced Excel and Tableau for customer segmentation, resulting in a 15% increase in customer retention, and 20% upswing in repeat business, strengthening targeted marketing strategies for overall business growth
- Engineered a robust SQL-based customer and vendor database, employing custom SQL queries to streamline budgeting processes, this initiative achieved a notable 10% reduction in variable costs, showcasing efficiency and financial acumen
- Collaborated cross-functionally, to develop and monitor weekly, monthly KPIs and dashboard reports using Power BI, facilitating data-driven decision making and improving operational efficiency by 20%
- Assisted in implementation of a new POS system, optimizing order processing, and reducing wait times, resulted in 12% enhancement in overall customer satisfaction, it also accelerated micro data analytics, enabling well-informed decision making

**Business Analyst Intern, Narwal Inc, Cincinnati, OH** **May 2022 – Aug 2022**

- Conducted market analysis & leveraged 12,000 diverse data points to devise a metric for optimized problem-solving
- Orchestrated project management efforts by developing detailed Gantt charts, setting clear deliverables, and establishing deadlines, improved project completion by 20% and improved team productivity by 15%
- Predicted employee turnover using advance charting and statistical tools in PowerBI with attributes such as engagement and absenteeism, leveraged it to incentivize employees to preserve talent and reduce employee turnover cost by 60%
- Designed a comprehensive pitch deck outlining strategic implementation of Key2Growth across six phases of the HR lifecycle, while closely monitoring and quantifying observed impact through robust metrics
- Performed root cause analysis on logic changes & bug identification to identify opportunities for product improvement

**Business Analyst, New Creation Printing and Advertising, India** **Jan 2019 - July 2021**

- Piloted a transformation project to shift labor-intensive business to capital-intensive business, helped cut costs by 60% annually
- Delivered best in class on time delivery and first time right metrics leading to more than 80% retention rates and repeated business
- Diversified product portfolio and catered to multinational corporations (MNCs), resulting in attainment of an annual revenue target of Rs 1.6 crore, coupled with a consistent 5% compound annual growth rate (CAGR)
- Analyzed and synthesized data from company databases to drive optimization and improvement of product development, marketing techniques and business strategies

**Capital Market Business Analyst, Capital via Global Research Limited, India** **July 2018 – Dec 2018**

- Delivered precise investment recommendations to 30+ High Net Worth Individuals across Asia, showcasing analytical prowess
- Constructed investment reports, yielding a 3-5% return per trade, exemplifying financial acumen and strategic insight in advisory services
- Reviewed portfolios, and recommended diverse investment strategies for targeted returns
- Used consulting skills and technical expertise in insightful sessions, enhancing product development through key insights

## Academic Projects

**Stevens Institute of Technology, Portfolio Management Game (Investment Management Course Project)** **Jan 2022**

- Led equity portfolio management using Goldman Sachs Service Basket (TICKER – GSSBSERV), diversifying with service stocks
- Formulated a focused 4-month trading strategy to outperform the S&P 500 as Head Trader

**Stevens Institute of Technology, Creating and manipulating a working bakery database, PostgreSQL** **Nov 2022**

- Designed a PostgreSQL RDB for retailers, enhancing sales through understanding customer purchase behavior at a bakery
- Led a team in creating an ER data model, using draw.io and Erwin, enforcing data integrity with functional dependencies
- Constructed complex queries to pull data and perform analysis

**DAVV, Indore University, predicting stock price movement using decision tree analysis, R** **May 2022**

- Led a team to develop an efficient decision tree model using Yahoo Finance data for the script Reliance
- Incorporated SMA, RSI, and LMA, achieving 60% accuracy when deploying the model on Reliance Script (NSE)
- Used R script to perform all the duties like pulling data, creating visuals and forming the decision tree