

MITALI MARU

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SUMMARY

Business Analyst with a master's degree in Business Analytics. Skilled in statistical analysis, data visualization, and predictive modeling using Python, R, SQL, and Tableau. Proven in enhancing profitability, optimizing financial returns, and driving growth through data-driven strategies and market analysis. Experienced in leading teams and delivering actionable insights to improve operational efficiency.

EDUCATION

Simon Business School, University of Rochester

Rochester, NY, USA

Master of Science in Business Analytics (A STEM-Certified Program) | GPA: 3.6/4

Dec 2024

- Relevant Coursework: Core Statistics Using R, Predictive & Causal Analytics in R, Data Warehousing & Visualization using SQL and Tableau, Prescriptive Analytics with Python, Python Analytics for R Programmers, Advanced Pricing, AI & Business

Sarla Anil Modi School of Economics, NMIMS

Mumbai, India

B.Sc Economics (Major in Business) | GPA: 3.61/4

May 2023

- Relevant Coursework: Intermediate Mathematical Economics and Statistics, Econometrics, Game Theory, Financial Modeling
 - Developed proficiency in Advanced Excel, SPSS, R, Applied Econometrics, Time Series Analytics, and ARMA Modeling
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PROFESSIONAL EXPERIENCE

Expand Research - A BCG Company

New York City, NY, USA

Intern

June 2024 – Present

- Conducted in-depth research and data analysis on the commercial banking sector for flagship projects, providing valuable insights.
- Evaluated the OTC derivatives market, analyzing total cleared and outstanding volumes and key clearing houses, and performed RORA and RWA analyses to gather critical financial data for major Japanese banks.

City Lights of China

Rochester, NY, USA

Consultant, Simon Vision Consulting

Jan 2024 – Present

- Collaborated with a team of five to provide pro bono consulting services to enhance profitability, optimize financial returns, and reposition initiatives to drive business growth and success.

AHN Consultants Private Limited

Mumbai, India

Loan Syndication Analyst and Project Work Intern

May 2022 – July 2022

- Led a dynamic team to provide market intelligence, resulting in a 12% increase in market penetration, and utilized effective communication to reduce potential financial risks by 20% through comprehensive presentations and reports.
- Reviewed and implemented advanced predictive modeling, achieving a remarkable 25% increase in loan approval accuracy.

Nuvvagen Nutraceuticals

Mumbai, India

Management Intern

Mar 2021 – May 2021

- Conducted in-depth SWOT analysis and competitor analysis, developed effective product strategies, and analyzed consumer trends and market data, resulting in an increase in market share among target demographics.
 - Initiated & executed social media strategies on Facebook & Instagram, achieving a remarkable 24% growth in follower engagement.
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SKILLS & CERTIFICATIONS

- **Certifications:** Certified Tableau Desktop Specialist by Tableau, R Basics & R Visualization from Harvard, Business Analytics with Excel, Power BI (Advance), Python Development Course, SQL for Data Science, Business Intelligence Essentials by IBM
 - **Programming Languages:** Python (Pandas, Numpy), Advanced Excel, R (Dplyr, Tidyverse, ggplot), SPSS, GenAI
 - **Data Mining Tools:** Tableau, PowerBI, MySQL, Microsoft SQL Server, MS Suite, Google Analytics, SEO, Google Ads
 - **Data Analysis:** PivotTable, Regression, Clustering, Decision Trees, PCA, A/B Testing, Hypothesis Tests, Time Series Modeling
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ANALYTICAL PROJECTS | <https://mitalimaru.com>

- **Cobblestone Learning Centers Analysis:** Led a team to evaluate 3 CLC programs using Python, R, Tableau, and Excel & identify the most effective program, achieving a 62.26-point score improvement. Developed an AI chatbot for student support.
 - **Employee Performance Report:** Collaborated with a team to design a data warehouse using SQL and Power Query, analyzing customer data and KPIs. Utilized Tableau for visualizations, leading to 5% revenue growth and improved employee retention.
 - **Research Paper:** Explored the Bidirectional Causality Relationship between Women's Health and Economic Development in Indian states. Ran multivariate regression using R and Excel for targeted policy recommendations.
 - **Portfolio Optimization:** Developed the efficient frontier and capital allocation line for Nifty Small Cap Stocks using Advanced Excel. Analyzed regression data for model fit and residual errors.
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LEADERSHIP, INTERESTS AND SOCIAL WORK

- **Community Leadership:** Editor & General Body Member of Rotaract Club, Teaching Volunteer at Angel Express NGO
- **Interests:** Hiking, Writing, Fitness, Stippling, Travelling