

MANAVI NAYYAR

Female, Indian, DOB: 20-09-1992

Global Business Strategy and Analytics Lead
B2B and B2C Growth Business Planning



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New Delhi

Global Business Strategy and Analytics professional **with more than 5 years of experience** in elevating businesses across different industries like **management consulting, banking, telecom and software across B2B and B2C segments**. Elevating revenue, expansion, growth and sustainability of businesses through strategy for customer value creation, **firm positioning, market intelligence, competition analysis, sales analytics, and strategic initiatives, offering portfolio development and market research**, and driving profitability by establishing competitive advantage. Demonstrating subject matter expertise for business domain, data analytics and interpretation abilities - giving a business solution by **designing processes and managing people**. A Business Manager, self-starter and consultant with communication skills to establish win-win arguments, best in class skills of delivering **high quality business insights** and building a close working relationship with the business community, holding a master's degree in information science.

EXPERIENCE

Sterlite Technologies

November 2018- Present

Global Business Strategy and Analytics Lead

1. CEO Award for **Highest contribution in Business Growth in Quarter**
2. Team Spot Award for **Business Intelligence and Excellence**

Elevating business revenue from 390mn USD to 650mn USD through extensive quantitative and qualitative data-driven decision making, Business Planning, Sales strategies, market research, industry and market bench-marking, and sales growth plans. Driving end to end business and Go-to-Market (GTM) strategy.

Leading the Business Strategy and Analytics function of the organisation globally, including domestic and international clients and being the custodian of the entire business to CEO by delivering the following

- **Strategic Planning:** Design and drive planning activities with the primary objective of enabling leadership to make effective, analytically-driven and strategic operating decisions to drive growth, including medium/long-term planning (strategic, operational and financial) focused on market opportunity sizing, product & capability focus, resourcing
- Creating **business plans** by analysing customer's spend behaviour to derive total addressable market and creating **sales and revenue growth and sustainability plans** and developing **Key Account Management Strategies** to enable a higher **wallet share** in the industry
- Managing global business with clients from **multiple geography areas** developing business rules, new customer acquisition strategies, customer retention strategies
- **Rhythm of the business:** Drive operational reviews and rhythm of the business. Lead business and revenue analysis to deliver impactful business insights to drive operational changes. Design and execute on standard cadence of operations
- Developing business performance metrics and KPIs to **monitor growth** rate and current challenges
- Optimization of **global business processes** and creating gate checks for each business opportunities and leads by creating business workflow designs
- **Strategic projects and initiatives:** Execute critical projects and initiatives with cross-functional teams across the organization. Support local implementation of global programs together in market

- End to end consulting to customers and CEO about business performance through in depth performance reports for sales, delivery and supply chain functions
- Managing global business with clients from multiple geography areas developing business rules, new customer acquisition strategies, customer retention strategies
- Building Salesforce design with metrics and KPIs for sales performance like lead conversion ratio, sales cycle length, lead response time, opportunity win rate, percentage achieving quota
- Designing and developing high quality sales strategies delivering high customer acquisition rate
- Strategizing and developing business plans for the next three financial years for the biggest Business units and customer segments of the organization
- Developing business performance metrics and KPIs to monitor growth rate and current challenges
- Enhancing sales strategy through market research, competition bench-marking, costing models, price discovery, and industry trends
- Optimization of business processes and creating gate checks for each business opportunities and leads by creating business workflow designs

Satin Creditcare Network

October 2017- November 2018

Senior Manager - Business Analytics

- **Employee of the Quarter Award** by Chairman and MD

Reduced the NPA (Non Performing Assets) of the firm from 90% to 20% in the Indian demonetization economy

Lead a team of **seven resources** along with own contribution into **business analysis, data analysis, data synthesis, data modelling and data visualization**. Driving business decisions by performing analytics on huge amounts of data using advanced Excel, developing **data analytics reports**, financial models, and **cost analysis**. **Working with the senior leadership – Chairman, Chief Operating Officer and Chief Finance Officer**, in the overall management of system deployment projects, including developing and tracking schedules, managing resources, tracking action items, managing risk, facilitating project meetings and providing project status reports

- Expertise in **data analysis** and data synthesis using Excel with huge datasets along with **data visualization** by creating dashboards on Excel
- Professional expertise in the areas of analytics and financial designing, analysing and forecasting customer behavioural patterns for forecasting reports
- Broad experience in distribution setup, along with expertise in market plan execution, pre-sales efforts, competitor and market analysis
- Exceptional abilities in forging business partnerships, sales strategy, client acquisition and retention, new initiatives and process layouts
- Expert level experience in requirement gathering and translating business requirements into technical requirements and functional specifications
- Providing decision support for Senior Leadership with data analytics, data crunching, business reporting for making key business decisions
- Diagnosing and influencing the key drivers of the business using extensive analysis on huge amounts of data and extracting key patterns and trends in raw data
- Manage and lead a team of 7 resources by setting team goals and deciding on timelines and deadlines, as well as overseeing day to day operations
- Partnering with Financial and Operations teams to ensure consistency throughout financial statements
- Creating daily reports at the company level which are used to support the ongoing operations of the business and also help improve the current processes
- Budgeting on a quarterly basis and creating FP&A reports
- Prepare complex financial analysis and models to aid in investment decisions

- Creating incentives structure for the field officers by creating Key Performance Indicators and reviewing the same
- Research potential buyers/investor and getting the deals signed off
- Review and approval of customer contractual SLA terms, tracking and reporting SLA performance, SLA outage calculations
- Assist in the production of business cases and the development of business systems roadmaps
- Monitoring team performance and reports on metrics
- Encourage creativity, create an aspiring team environment with an open communication culture

SKILL SET

- | | | |
|----------------------------------|---|-----------------------------------|
| • Data Analysis | • Go-to-Market (GTM Strategy) | • Business Intelligence Reporting |
| • Business Planning and Analysis | • Pre-sales | • Business Strategy Planning |
| • Business Performance Reporting | • Competitor and market analysis | • Ms Office |
| • Data Synthesis | • Business partnerships | • Requirement Analysis |
| • Data Validation | • Business Development and Sales strategy | • Business Operations |
| • Ms Excel | • Client acquisition and retention | • Client Services and Consulting |
| • Pricing Analysis | • New Initiatives | • Client Communication |
| • Business Concepts | • Process Layouts | • Client Presentation |
| • Ms Powerpoint | | |
| • Market Plan Execution | | |

ZS Associates

Business Analyst

May, 2016 – September 2017

1. **Operations Excellence Award** by Business CEO
2. **Project Champion Award** by Business CEO

Created multiple new business units for the client - A multibillion revenue US based fortune 50 pharmaceutical firm by -

- Marking the market potential of the business unit through deep analytics and study of competition ecosystem and consumer base
- Created different business expansion strategies with the client through managing the new product portfolio roadmap
- Developing CRM strategies and devising various customer loyalty programs under new initiatives for the client
- Designed and implemented various sales compensation programs for the client
- Understanding of client's business rules and handling huge unstructured data by refining it into interpretable format using Excel and SQL
- Data driven decision making and helping the client target specific problem areas

PROFESSIONAL EXPERTISE (FUNCTIONAL AREAS):

- **Understanding of client's business rules and handling huge unstructured data by refining it into interpretable format using Excel as the analytics tool, preparing client ready dashboards to present findings**
- **Gathering clients' unique business requirements by defining business problems and data requirements**
- **Achieved Operations excellence** with strong abilities to **integrate and analyse data**
- Design, develop and implement decision driven solutions for the client, taking care of the cost effectiveness and timely delivery
- **Data driven decision making** and helping the client target specific problem areas, by working on adhoc requests in crunched timelines, put in own innovative solutions to add substantial value to the client's request

- **Expertise in data cleansing, and crunching to derive patterns and insights for the client to help them make better business decisions, worked on various projects of dashboard**
- **Implement advanced strategies for gathering reviewing and analysing data requirements**
- **Creating complex and client-ready Excel workbooks and presentations**
- **Improving operations excellence by automating tasks**
- **Creating and reviewing exhaustive and thorough documentation of the system**
- **Creating business process and analysing use cases**
- **Process and deliver client reports by adhering to timelines and priority**
- **Decision making, problem solving, analytical and interpersonal skills with result oriented dedication towards goals. Capable of working as a team member as well as individually with minimum supervision**

Monster India
Software Engineer

Jan, 2016- April, 2016

Software Engineer role at monster.com included analysing a challenge that the Clients are facing, and developing a solution/interface, based on what best can be delivered.

EDUCATIONAL HIGHLIGHTS

Achieved a 1st Division Master's Degree in Informatics Science from University of Delhi. I have experience in Management Consulting, Business Analysis, Business Strategy Planning, Business Development and Data Analysis in an individual and team environment. A woman who is analytical with strong interpersonal skills, with the ability to adapt and implement using my own initiative.

EDUCATIONAL QUALIFICATIONS

M.Sc. (Informatics Sciences) University of Delhi	July 2013- July 2015
B.Sc. (Hons.) Computer Science University of Delhi	July 2010-July 2013
Intermediate CBSE, 84.80%	July 2009- July 2010
High School CBSE, 87.60%	July 2007-July 2008
