

Ranjith Nair

☎ : +91-9096105647
✉ : ranjith.sk.nair@gmail.com
in : www.linkedin.com/in/ranjith-sk-nair/
S : [live:ranjith.sk.nair](https://www.instagram.com/live:ranjith.sk.nair)

KEY ANALYTICAL SKILL SET

Business Analysis Techniques
Business Analysis Knowledge Area
Market Research Techniques
Strategy Planning
Data Visualization in Excel/R/SAP-BI
MS Excel Analytics
SAP-BI
Financial Analytics
Business Development
JIRA
MS Visio
R
Tableau
SQL

Business Analysis / Strategy Planning / Market Research

Achievement-driven professional targeting challenging role in
Business Analysis / Strategy Planning / Market Research

PROFILE SUMMARY

- Certified Business Analysis Professional™ (CBAP®) from International Institute of Business Analysis™ (IIBA®), experienced in Business/Market Analyst and Strategist with a demonstrated history of 8+ years of working in Sectors like International Business Advisory, FMCD, Financial services & Apparel with expertise in Retail domain.
- Having a strong working knowledge of Business & Market Analysis, Planning, Strategy Development, Marketing, Business Development and Corporate Sales.
- Experienced in handling both domestic teams at regional as well PAN India level and International teams.
- Analytic professional with certification in Advance analytic, R, Statistical & Financial Modelling, Tableau, R, JIRA, SAP – BI, SQL, Microsoft Visio & Microsoft Office Analytic and a Post-Graduation in Business Management focused on Marketing & Finance.

EDUCATION

MBA – Marketing & Finance from International School of Business and Media,
Pune - (2012 - 2014)

B.Sc. – Fashion & Apparel Design from Army Institute of Fashion & Design,
Bengaluru - (2006 - 2009)

ANALYTICAL CERTIFICATIONS

- Certified Business Analysis Professional™ (CBAP®) – International Institute of Business Analysis™ (IIBA®) – 2021
- Certified in SQL – Jose Portilla & Udemy – 2021
- Certified in JIRA & Confluence – Kosh Sarkar & Udemy – 2021
- Certified in Microsoft Visio – Brian Culp & Udemy – 2021
- Certified in Data Science with R – Jigsaw Academy, Bangalore – 2017
- Certified in Financial Analysis – 365 Careers & Udemy – 2017
- Certified in Tableau Training for Data Science – Super Data Science Team & Udemy – 2017

WORK EXPERIENCE

March 2018 – July 2020: UDYEN JAIN AND ASSOCIATES, PUNE

MANAGER – MARKET RESEARCH & STRATEGY (INDIA & INTERNATIONAL BUSINESS)

KEY RESPONSIBILITIES

- Create Strategies to attract and pitch New and existing clients to improve client turnover.
- Prepare Business Plan & Strategies for Indian/ International companies in expansion mode.
- Planning Analysis approach, formulation stakeholder matrix, identifying governance factors, managing analysis information, and identifying performance improvement criteria for various projects.
- Elicitation of Information and creation of Requirements and Design options to satisfy stakeholder needs.
- Creating Sector/ Product - Market Snapshot for both Indian & Foreign Clients as well as for Business Development Team as part of their pitch deck and help the BD team with pitch strategy.
- Create detailed Market Reports for Prospect Clients for both Indian & International Markets.
- Doing Competitor analysis, SWOT, PEST, Vendor/Supplier analysis to help the client understand the market and recommend survivability strategy.
- Identifying JV partners, M&A, PE, VCs, Distributors, Dealers, Franchisees for products or services in both the Indian & International Market.
- Prepare Business Deck for Indian/ International companies helping clients for fund raising (SME globalization strategies).
- Post-implementation of strategies and designs, evaluating the solution and recommending improvement strategies.

ACHIEVEMENTS

Successful completed Projects and value addition to the organization (region wise) from March 2018 till July 2020

| Region | Sector | Revenue Contribution |
|--------|--|----------------------|
| Japan | Automobile & Auto Parts, Chemicals, Industrial machinery, Real estate & Solutions, FMCG, FMCD, Medical equipment, F&B, Investment Banking. | +YEN 1,85,00,000 |
| Italy | F&B, Food Processing, Logistic & Cold Chain, Alcoholic Beverage, Waste Management, Infra & Railways, Sports, Textile, Sports, FMCG. | +GBP 130,000 |
| France | Healthcare, Aeronautical, Agriculture & Horticulture, IoT, Renewable & Power, Cogeneration, Personal Care & Beauty Product, eBook, F&B. | +GBP 125,000 |
| India | Instrumental, Industrial machinery, Chemicals, F&B, Real estate Solutions, Ho.Re.ca, Dairy. | +INR 50,00,000 |

Sept' 2014 – Feb' 2018: FINOLEX INDUSTRIES LTD, PUNE
SR. OFFICER (BA & CORP SALES) – GOA, KERALA, MUMBAI, PUNE

KEY RESPONSIBILITIES

- Analysing completeness of the requirements & design for various projects (process or product based) and maintain traceability & priority matrix throughout the life cycle.
- Inventory Planning and forecasting quarterly to help the Production planning team to bridge the Demand-Supply Gap.
- Sales promotion planning based on descriptive & predictive analysis to formulate product promotion timetable to facilitate Production, Dispatch & MarCom departments.
- Proposing new product range based on Market requirement & Competitor analysis and predicting an increase in sales and helping management in decision making.
- Analysing the current state of the product range and defining Risk involved in producing new products & analysing change strategies to achieve the future state.
- Formulating process strategies for New Dealer & Sub - dealer Portfolio assessment.
- Market research at PAN India as well as State level to bring out the best from the region for the Organization.
- Formulating process strategies Post Sales Services & Customer Complain Resolution.

ACHIEVEMENTS

- **27% on average overall growth in all the allocated regions for 3 consecutive years.**
- **43% on an average overall growth for 12 consecutive months (April 2017 – Feb 2018).**
- **Contributed to improving ITR from 11% to 17% under the KAIZEN project**

March 2014 – Aug' 2014: INDIA INFOLINE LTD, PUNE
RELATIONSHIP MANAGER – ONLINE BUSINESS (PAN INDIA)

KEY RESPONSIBILITIES

- New Client Portfolio Analysis.
- Portfolio Management for existing Clients.
- Financial Advising for both New & Existing Client.
- Broking analysis & advising.
- Cross & Up sale financial product (Investment).
- Business Development & Lead generation.

ACHIEVEMENTS

- **Profiled and acquired customers with a minimum Net worth of 1 Lac.**
- **Total Business of ₹ 1.5 Cr in the 6-month training period.**

July 2009 – July 2011: ARVIND LIFESTYLE BRANDS PVT LTD, BENGALURU
ASSISTANT RETAIL MERCHANDISER – EXCLUSIVE BRAND OUTLET (PAN INDIA)

KEY RESPONSIBILITIES

- Using various modelling techniques to analyse & specify requirements in various projects.
- Verify and validate the requirement to understand its completeness and its sink to business goals.
- Producing current Trend chart to analyse the A+ product and overall moment of the brand in the market.
- Inventory planning for regular season and promotional sales period.
- Production Reports to Facilitate Design and Production Team with the Market requirement.
- Producing report to understand and analyse the Need – Gap on a day-to-day basis.
- Producing Weekly allocation plan for Exclusive Brand Owned Stores for stock fulfilment requirement.
- Formulate process strategies for Pre-Sales / Sales promotion planning to liquidate stock and upscale profit.
- Recommend multiple solution options to help the organization have a competitive edge in the market and analysis and recommend the most effective design options.

ACHIEVEMENTS

- **Contributing to expanding Exclusive Brand Outlet Business to 317 stores from 112 in the set Tenure.**