

ARYAMAN NARWAL

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Results-driven Business Analyst with a proven track record in process optimization, market research, and revenue growth. Expertise in business strategy, data analytics, KPI optimization, and stakeholder management. Led high-impact initiatives, enhancing operational efficiency, monetization strategies, and digital transformation. Adept at leveraging data-driven insights to drive decision-making and business growth.

SKILLS

Technical Skills: Excel, SQL, Tableau, Power BI, Alteryx, PowerPoint, HTML, CSS, Python, PHP, C++, Digital Marketing, Data visualization, Data analysis

Business Skills: Business Analysis, Critical thinking, Problem-solving, Data-Driven Decision-Making, Project management, Presentation skills, Leadership, Stakeholder relationship building, Requirement elicitation, Effective communication, KPI Optimization, Market Research, Revenue Growth

EDUCATION

B. Tech-IT (AKTU)	2020-24	Ajay Kumar Garg Engineering College (AKGEC)	7.01 CGPA
Class XII (CBSE)	2019-20	KL International School, Meerut	78.5%
Class X (CBSE)	2017-18	KL International School, Meerut	90%

Professional Certificate Program in Business Analytics & Consulting from PwC Academy (Ongoing)

- Developing expertise in business analytics, data-driven decision-making, and consulting, focusing on problem-solving, stakeholder communication, and strategic recommendations.

BCG Strategy Consulting Job Simulation Certification

March 2025

- Conducted market research, built an Excel model to forecast profitability, and presented key findings to stakeholders to advise a telco company on a solution to address declining profits.

WORK EXPERIENCE

Business Analyst, UCT, Noida (INTERNSHIP)

December 2024 - March 2025

- Faculty Development & Revenue Growth:** Optimized the Faculty Development Program (FDP) with E&ICT, IIT Guwahati, increasing participation, engagement, and revenue by **22%** through a refined Hub-and-Spoke model and KPI-driven strategies.
- Monetization & Market Expansion:** Boosted **IoT & AI/ML lab utilization by 40%** via certification-based monetization; improved IoT lab adoption by **17%** through SWOT analysis.
- Business Analytics & Market Research:** Conducted market analysis for DIY technology kits, forecasting **5 year market trends** using **Tableau-driven insights** to guide strategic planning.
- Talent Pipeline & Course Growth:** Designed an internship and hiring funnel, improving talent acquisition by **30%** and driving IITG-collaborated course enrolments; launched a **high-performing Generative AI course**, increasing enrolments by **13%**.
- Process Optimization & Change Management:** Enhanced Ed-tech course sales by **8%** and customer satisfaction through **Tableau dashboards and business process analysis**; led cost-efficient process improvements and stakeholder training for technology adoption.

Founder, Virtual Origin, Ghaziabad (STARTUP)

November 2022 - November 2024

- IT Consulting & Digital Growth Strategy:** Led an innovative IT services company, driving clients' digital transformation through seamless tech integration and strategic consulting.
- Competitor Analysis & Growth Planning:** Conducted in-depth competitor research to develop tailored growth action plans for clients.
- End-to-End Digital Solutions:** Managed web, app, and custom software development, along with comprehensive digital marketing strategies.
- Business Development & Talent Acquisition:** Spearheaded sales generation and built a high-performing team to ensure business success.

Business Consultant, RealCap Consulting, Ghaziabad (INTERNSHIP) August 2022 - September 2022

- **Commercial Real Estate Consulting & Deal Management:** Led real estate transactions across **Delhi NCR**, collaborating with top brands like **Haldiram's**, **McDonald's**, and major commercial projects such as **iThum and Delhi Mall**, ensuring strategic site selection and investment optimization.
- **Investor Advisory & Hospitality Partnerships:** Advised investors on **high-value real estate opportunities**, successfully closing transactions while **partnering with hotels, restaurants, and banquet owners** to fulfill their commercial property needs.

LEADERSHIP AND ACHIEVEMENTS

Co-Head of College Incubation Cell (IDEA Lab-AKGEC)

- Led mentorship, networking, and funding initiatives for student startups.
- Collaborated with industry experts to foster innovation and entrepreneurship.

Head of College Fashion Society (Verve Fashion Team-AKGEC)

- Managed and mentored a team of graphic and fashion designers, photographers, and models.
- Participated and outshone in different Fashion Shows in Colleges like IMS, IMT Ghaziabad etc.

EXTRACURRICULAR ACTIVITIES

- Completed 100 Hours of Training Program on Employ-Ability Skills (aptitude, soft skills, career skills and life skills) during B. Tech 2nd Year.
- Completed +13 Hours of SQL, Python, Excel, Tableau and Alteryx courses from Udemy.
- Developed and operated an International Shopify Drop shipping store in the European nations.

Hobbies: Travelling, Exercising, Cooking, Singing.