

Anuj Parmar

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PROFILE

MBA graduate in Finance and Marketing (2025) with hands-on experience as a Project Analyst at Ernst & Young (EY). Skilled in financial analysis, data visualization, and compliance processes, with proficiency in tools such as Power BI, SQL, and Python. Seeking a role where I can apply analytical and business skills to contribute to organizational growth.

EDUCATION

Master of Business Administration. , Dr. Akhilesh Das Gupta Institute Of Professional Studies CGPA : 9.102	2023 – 2025 Delhi, India
Bachelor of Commerce Hons. , School of Open Learning, University of Delhi First Division	2020 – 2023 Delhi, India`

PROFESSIONAL EXPERIENCE

Project Analyst in Forensics. , Ernst & Young (EY) LLP • Received structured training in KYC, AML, and financial crime compliance within the Forensic Services team. • Gained knowledge of client due diligence processes, risk assessment frameworks, and regulatory standards. • Learned to identify red flags, review customer profiles, and understand onboarding and remediation workflows. • Developed skills in documentation, compliance reporting, and cross-functional collaboration.	March 2025 – May 2025 Bengaluru,India
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PROJECTS

Financial Modeling and Valuation of Tata Motors 

- Conducted an in-depth financial analysis of Tata Motors, including profitability, liquidity, and solvency ratios.
- Performed Discounted Cash Flow (DCF) valuation and Comparable Company Analysis (CCA) to estimate intrinsic value.
- Evaluated market risk by running beta regression and computing the Weighted Average Cost of Capital (WACC).
- Modeled potential risks using Monte Carlo simulations and Value at Risk (VaR) analysis.
- Applied DuPont Analysis to break down Return on Equity (ROE) and identify key profitability drivers.

Visualizing Amazon Sales Trends: A Data-Driven Story 

- Developed an interactive Power BI dashboard visualizing four years of Amazon sales data for performance analysis.
- Used DAX to calculate KPIs like total sales, growth, product rankings, and regional sales distribution.
- Designed visualizations, including trend charts, heatmaps, and product rankings, to highlight key trends.
- Enabled data-driven decision-making by providing insights into sales performance, top products, and growth opportunities.

Music Store Data Analysis SQL Project

- Analyzed music store data with SQL to gain insights on sales, products, and customers.
- Wrote queries to calculate total sales, identify top-selling artists, and analyze customer behavior.
- Used JOINs and aggregation functions (SUM, COUNT) for in-depth analysis.
- Created reports on customer preferences, popular genres, and seasonal trends.
- Applied subqueries and filtering techniques for detailed data extraction.

SKILLS

- Languages: SQL
- Tools & Platforms: Power BI, MS Office (Excel, Word, PowerPoint), Jupyter Lab, Visual Studio Code (VS Code), PgAdmin4, Google Analytics
- Other Skills: Financial Modeling, Financial Analysis, Digital Marketing, Keyword Research, Team Player, Communication

CERTIFICATIONS

Python For Data Analysis and Visualization., Udemy, Online 
Data cleaning, manipulation with Pandas, numerical computing with NumPy, and visualizations using

Financial Modeling, By The Valuation School. Online
Building and analyzing financial models for forecasting, valuation, and decision-making.

The Complete Guide To Anti Money Laundering(AML) Compliance., Udemy, Online 
KYC procedures, customer due diligence, risk-based approaches, and transaction monitoring.

Advanced Google Analytics., By Google Analytics Academy, Online 
Data collection, processing, and analysis for performance insights.

Digital Marketing, -Udemy,Online 
Learned core strategies in SEO, social media marketing, email campaigns, Google Ads, and analytics, along with content creation techniques to drive online engagement and brand growth.

Business Development: From Start To Scale, NPTEL, Online 
Strategies to initiate, grow, and manage business ventures.