

RAJJAB NADAF

SENIOR BUSINESS INTELLIGENCE ANALYST | ANALYTICS & STRATEGY | IIM KOZHIKODE MBA'27

+91 8551878878 nadafrajjab@gmail.com Rajjab Nadaf

To leverage expertise in Business Intelligence, Data Analytics, and Strategic Insights to transform complex data into actionable business decisions, enabling growth, innovation, and operational excellence.

Education

- 2027(Pursuing)
Master of Business Administration - Executive Program (EPGP)
Indian Institute of Management Kozhikode (IIM Kozhikode) 2020
- Bachelor of Technology - Computer Engineering** Rajarambapu Institute of Technology, Sangli, Maharashtra

Core Competencies

- Business Intelligence & Analytics
- Consumer & Market Insights
- Data-Driven Decision Making
- Strategic Planning & Forecasting
- Business Performance Analytics
- Dashboard & KPI Management
- Stakeholder & Business Partnering
- Market Intelligence & Brand Analytics
- Cross-functional Collaboration

Technical Tools

- BI & Data Visualization:** Tableau Desktop, Tableau Server, Streamlit
- Databases & Querying:** Google BigQuery, Microsoft SQL Server, SQL
- Programming & Analytics:** Python, Pandas, NumPy
- Cloud Platforms:** Google Cloud Platform (GCP)
- Data Management & Integration:** ETL, Data Modeling, Writeback Integration, Extract Optimization
- Survey & Research Platforms:** Dynata, Qualtrics
- Productivity Tools:** Microsoft Excel, Microsoft PowerPoint

Personal Details

- Address : Pune, 411057
- Date of Birth : 2nd April 1997
- Languages Known : English, Marathi, Hindi

Profile Summary

- Bringing over 3 years of experience in Business Intelligence, Data Analytics, and Consumer Insights, delivering enterprise-scale analytics solutions across global markets.
- Serving as a Senior Business Intelligence Analyst at General Mills India, driving strategic decision-making through advanced analytics and business intelligence.
- Supporting Consumer Insights initiatives across 8 international markets by translating complex data into actionable business recommendations.
- Leveraging expertise in Tableau, SQL, Python, Google BigQuery, Google Cloud Platform (GCP), and Data Visualization to build scalable analytics solutions.
- Pursuing an Executive MBA from IIM Kozhikode while strengthening strategic leadership, stakeholder management, and cross-functional business partnership capabilities.

Work Experience

- June'23 - Present | General Mills India | Mumbai, India
Senior Business Intelligence Analyst – Consumer Insights, International (Jan 2026 – Present)
Career Growth: Business Intelligence Analyst – Consumer & Market Insights (Jun 2023 – Dec 2025) → Promoted to Senior Business Intelligence Analyst – Consumer Insights, International (Jan 2026 – Present)
- Driving end-to-end Business Intelligence and Consumer Insights initiatives across 8 international markets (Mexico, Taiwan, China, Hong Kong, Australia, France, Germany & the UK), managing the complete analytics lifecycle from data ingestion to executive-level insight delivery.
- Leading Brand Health Tracking (BHT) programs in collaboration with Dynata, governing analytics frameworks, standardizing measurement methodologies, and delivering insights from 80M+ records using Google BigQuery and Tableau.
- Partnering with BU leaders and 20+ senior stakeholders to translate consumer, brand, and market intelligence into strategic recommendations supporting media investments, product positioning, commercial planning, and market prioritization.
- Developing scalable analytics solutions, executive dashboards, and forecasting models while leveraging Tableau, SQL, Python, Google BigQuery, GCP, Streamlit, Qualtrics, and BCG to enable data-driven business decisions.
- Pioneered General Mills India's first Writeback solution using HCLTech Elements, had designed the business use case, streamlined category forecasting, and enabled business-led forecast overrides that accelerated planning cycles by 80%.
- Engineered enterprise analytics infrastructure by integrating Google BigQuery with Tableau, had processed 80M+ data records, reduced dashboard refresh latency by 40%, improved Tableau performance by 50%, and strengthened governance across 7+ enterprise dashboards.
- Built strategic consumer and market intelligence programs, had delivered U.S. consumer research initiatives, developed macroeconomic early warning systems, and deployed a production-grade Streamlit application for product innovation tracking with GCP-backed integration.

Internship

- Dec'18 – Jan'19 | Project Management Office | RAK Ceramics Ras al-Khaimah, UAE
- Supported project planning and PMO governance by preparing project documentation, maintaining Excel-based reports, and facilitating project tracking during a pre-graduation internship at one of the UAE's largest ceramics manufacturers.

Awards & Recognition

- GIC Champions Award | General Mills India | FY2025
- Recognized among the Top 10 performers out of approximately 2,500 employees for exceptional business impact and outstanding performance.
- First Prize – Googler Competition (4-Time Winner) | Rajarambapu Institute of Technology | 2016, 2018 & 2019
- Secured First Prize on four occasions across three academic years for outstanding technical excellence and competitive performance.

Certifications

- Google Data Analytics Professional Certificate
- IBM Data Science Professional Certificate
- Microsoft Project Management Professional Certificate