# MILAN NARULA

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## PROFESSIONAL SUMMARY

**Experienced and commercially-focused leader with over 5 years in digital and commercial analytics, adept at translating complex data into actionable business strategies**. I have a proven track record of building and scaling high-performing analytics teams in global settings, developing robust digital attribution models, and enhancing marketing performance to drive customer lifetime value. My expertise extends to leveraging advanced analytics, including **AI and Generative AI, to automate analytical tasks, create intelligent agents for data exploration**, and unlock deeper insights from complex datasets. I excel at fostering data-driven decision-making, optimising strategic spend, and ensuring strong data governance within highly regulated industries. in **SQL, Python, R, Tableau, Power BI,** and experienced in marketing mix modeling, I am committed to leveraging analytical insights to deliver tangible commercial impact and support strategic growth.

## KEY SKILLS

**Digital & Commercial Analytics:** Digital Analytics, Commercial Analytics, Marketing Mix Modeling, Multi-Touch Attribution, Customer Journey & Segmentation, Performance Frameworks, Data Governance, Business Storytelling, Data-Driven Strategy, ROI Optimisation, AI/Generative AI Analytics, AI Agents for Automated Analysis

**Technical Proficiency:** SQL, Python, R/Shiny Apps, Alteryx, Tableau Prep, Celonis, Power BI, Tableau, Azure, Google Analytics, Looker, Adobe Analytics, Data Wrangling & ETL, Data Analysis & Science, Cloud Technologies, Dev Ops, Git

**Leadership & Strategic Acumen:** Global Team Leadership, Strategic Planning, Commercial Acumen, Stakeholder Engagement, Executive Communication, Mentoring, Project Delivery, Change Management, Problem Solving, Agile Methodologies, Driving Digital Transformation, Innovation Adoption

**Industry Experience:** Highly Regulated Environments (Financial Services, Health Tech, Government), Management Consulting

**Associations:**  Institute of Analytics Professionals Australia (IAPA), NV1 Security Clearance, CDMP Associate

## EXPERIENCE

**Manager - Enterprise Data Office**                                                                     Jul 2023 - Present
Reserve Bank of Australia                                                                                  *Sydney, Australia*

- Spearheaded the **establishment of strategic data analytics initiatives** across banking, financial markets, economics, and enterprise data departments, leveraging **R, Python, and Tableau** to inform critical financial and operational decisions. Explored and prototyped Generative AI solutions for automated report generation, reducing manual summary efforts by 40% and accelerating insight dissemination.
- Developed and implemented **real-time monitoring dashboards using R, SQL, and Power BI**, resulting in **6 days of time saved** per month and enhanced oversight of financial transactions in a highly regulated environment.
- Built and scaled the Bank's **Tableau Prep capability**, designing and delivering a comprehensive training program to uplift team skills and streamline ETL processes; **managed a team of 4 analysts** using agile methodologies, consistently achieving project deadlines ahead of target.
- Collaborated with the **COO and Deputy Governor** to define and execute key data projects, regularly presenting findings and strategic recommendations to the Audit, Risk, and Executive Committees.

**Senior Data Analyst - Data Office**                                                                     Oct 2022 - Jun 2023
Reserve Bank of Australia                                                                                  *Sydney, Australia*

- **Architected and deployed a comprehensive data analytics strategy and analytical methodology for the Bank's audit** department, integrating analytical tools into daily workflows and fostering a data-driven culture that was formally adopted in 2023.

- Contributed actively to the Bank's Business Intelligence working group, playing a key role in the **strategic implementation of cloud-based BI platforms (Power BI, Tableau),** enhancing data accessibility and analytical capabilities across the organisation.

**Senior Consultant - Management Consulting**                    Jul 2021 - Sep 2022
KPMG                                                             *Sydney, Australia*

- **Led a diverse team of three onshore and two offshore analysts** within a national analytics practice, delivering high-impact data projects for a diverse portfolio of clients in highly regulated industries, including icare, Westpac, ICAC, Woodside, Wesfarmers, Canberra Health, Defence, and Coles.
- **Developed and deployed a Common Data Model platform** that automated the assignment of fact and dimension tables, **reducing data ingestion and advanced analytics processing time from 2 days to 1 hour**, significantly streamlining client engagements and enabling faster insights for business process optimisation and policy gap identification.
- Managed end-to-end client relationships and stakeholder expectations, translating complex analytical findings into actionable strategic recommendations for senior leadership.

**Senior Associate - Deals & Transaction Services**              Apr 2021 - Jul 2021
PwC                                                              *Sydney, Australia*

- Conducted critical commercial data analysis for private equity clients, including customer **churn analysis, inventory optimisation, sales/revenue forecasting, and cost-benefit analysis**, directly influencing large-scale transaction strategies and valuations

**Data Analytics Consultant - Risk Consulting**                  Oct 2019 - Mar 2021
KPMG                                                             *Sydney, Australia*

- **Designed and implemented automated analytical solutions using Alteryx, R, SQL, and Tableau** for standardised testing of large datasets and financial statements, **reducing engagement costs by over 60%** by eliminating the need for dedicated analytics specialists.

## EDUCATION

**IBM Data Engineering Certificate**, IBM                                     2025

**IBM Data Analytics Certificate**, IBM                                       2025

**Applied Data Science for Innovation**, University of Technology Sydney   2023 - 2024

**Bachelor of Economics**, University of Sydney                           2017 - 2019

**Bachelor of Computer Science**, University of Sydney                    2017 - 2017

## PROJECTS

**R-Shiny Self-Serve Analytics Application:** Developed and deployed a cloud-hosted R Shiny application enabling users to upload datasets and receive comprehensive analytics within minutes. This self-service platform **saved 30 hours of analyst time per month** and significantly improved data accessibility and efficiency.

**Continuous Monitoring Dashboard:** Implemented a continuous monitoring dashboard at the Reserve Bank of Australia utilising R, SQL, and Power BI to detect and prevent fraud across financial transactions. Leveraged real-time analysis capabilities to swiftly identify anomalies, **reducing manual checks and processing time by several weeks.**

**Process Mining Analysis (Celonis):** Utilised Celonis alongside SQL to conduct in-depth analyses of procurement processes for mining companies and admission procedures for universities. Identified critical bottlenecks and system misconfigurations, leading to **enhanced risk management, improved customer outcomes, and streamlined operations.**

**Automated Data Analysis Platform (KPMG):** Developed a sophisticated common data model platform that autonomously assigned fact and dimension tables to incoming datasets. This innovation **reduced manual data processing time from days to minutes**, enabling standardised analyses and rapid report generation for informed decision-making.