

To Whom It May Concern:

This is to state that I have known **Rayyan Baig** for past 2 months, working as an Business Analyst on the Finlatics Business Analyst Experience Program. FincruX is recognised as a 'Start - Up' by Department of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India. It is one of start - ups selected for the prestigious incubation program at Atal Incubation Centre - NMIMS, supported by the Atal Innovation Mission, under the aegis of NITI Aayog, Government of India

I was supervising **Rayyan Baig** for the Finlatics Business Analyst Experience Program. I found **Rayyan Baig** to be very diligent and hardworking Business Analyst. **Rayyan Baig** has deep interests in data-driven decision-making and has a unique way of looking at business problems. The Business Analyst role was aimed at solving case-based projects using the MECE method of problem-solving, MS Excel, and Power BI. **Rayyan Baig** tackled a range of business cases - ranging from enhancing profitability for a multinational technology business to analyzing the feasibility of a proposed tourism project.

Rayyan Baig is also an able implementer of Power BI as it was used in the role to analyze consumer behavior.



Nisant Mohta
Founder

FINCRUX TECHNOLOGIES LLP.
903, KANAKIA ATRIUM 2,
ANDHERI - KURLA ROAD,
ANDHERI (EAST), MUMBAI - 400 093.

Mumbai - 903, Atrium 2, Andheri Kurla Road, Andheri (East), Mumbai 400093.

Gurgaon - 424A, Fourth Floor - Tower B3, Spaze I-Tech Park, Sohna Road, Sector 49, Gurgaon 122018.