PARV MARU

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EDUCATION

University of California - Riverside   **September 2024 – December 2025**
Master of Business Analytics - (Concentration: Finance)

University of Mumbai   **July 2017 – May 2021**
Bachelor of Engineering in Information Technology

PROFESSIONAL EXPERIENCE

Teaching Assistant/ Reader, *University of California Riverside*   **October 2024 – July 2025**
- Supported undergraduate business analytics courses (Decision Analysis and Quantitative Business Models) by teaching Excel-based linear programming, forecasting, inventory optimization, simulation, and decision tree analysis
- Mentored teams on applying forecasting and optimization techniques to real-world business scenarios

Senior Data Analyst, *VPhrase Analytics*   **June 2022 – August 2024**
- Built and maintained complex financial and operating models to support pricing, budget planning, and performance tracking for healthcare, consumer, and enterprise clients; improved forecast accuracy by 20%
- Partnered cross-functionally with Finance, Operations, and Marketing leaders to analyze revenue, labor productivity, and cost drivers, directly informing investment and growth decisions
- Developed executive dashboards (Tableau, Power BI, Excel) tracking KPIs including revenue growth, margin, CAC, utilization, and ROI; reduced reporting cycles by 78% and improved leadership visibility
- Owned end-to-end FP&A workflows, including variance analysis, monthly performance reviews, and executive-ready board materials for senior stakeholders
- Prepared financial insights and materials for senior leadership and PE-style reviews, translating complex data into clear, actionable recommendations

Associate Consultant, *GenXAI*   **November 2021 – May 2022**
- Built predictive models in Python to support FP&A for insurance and healthcare clients, increasing forecast accuracy by 20% and improving budget alignment
- Delivered customized financial models and diagnostic insights to inform pricing strategy, identifying $300K+ in potential cost savings
- Performed variance, trend, and profitability analysis across revenue, operating expenses, and labor costs to identify performance gaps and improvement opportunities

Research Intern for Privacy Preservation and Data Analysis, *Blue Eye Soft Corp*   **August 2020 – January 2021**
- Explored AI applications in financial data privacy and compliance frameworks
- Communicated research findings to executive and non-technical teams through visual reporting and financial storytelling

PROJECTS

Hospital Readmission Prediction Model *([Project Link](#))*
- Built and optimized a machine learning model on 100K+ patient records using Python, Pandas, and XGBoost, achieving 71% ROC-AUC and improving readmission-risk accuracy by 18%
- Automated data cleaning, feature engineering, and EDA pipelines, reducing preprocessing time by 60% and enabling faster, actionable insights for hospital leaders

ACS Income & Labor Market Analysis ([*Project Link*](#)**)**
- Analyzed U.S. Census ACS (2021 – 2023) data using R, ggplot2, and decision-tree models to quantify how education, gender, and hours worked affect income ($R^2 = 0.81$)
- Delivered data-driven policy insights and visual dashboards identifying wage gaps and informing strategic recommendations for equitable labor participation

SKILLS

Programming & Tools: Python, R, SQL, Microsoft Excel (PivotTables, VLOOKUP, Macros), Power BI, Tableau, Jira, AWS
Technical Expertise: Predictive Modeling, A/B Testing, Data Mining, ETL Pipelines, Data Warehousing, EDA, Data Visualization, Statistical Methods, Data Analysis, Machine Learning, Market & Competitor Analysis, Agile / Scrum Frameworks
Analytics & Strategy: Financial Modeling, Budgeting, Financial Planning & Analysis (FP&A), Market Research, Strategic Planning, Stakeholder Communication, Dashboard Development, Cross-functional collaboration, Executive reporting, KPI development, LLM Prompt Engineering, AI Product Integration, Go-to-Market Strategy, Variance Analysis, Product Management