

# Mahir Malik

New Delhi

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## Education

**Netaji Subhash University of Technology (NSUT)**

*Bachelor of Technology, MP AE, CGPA 7.17*

Dec'20 – Jun'24

Delhi, India

**Delhi Public School, Noida**

*AISSCE (Grade X-XII), CGPA 9.0 & 86%*

May'17 – Jun'19

Noida, India

## Experience

**Dhurin**

*Business Analyst*

Nov'25 – Present

Gurugram, India

- Led **0→1** development of a **Foreclosure & Retention Analytics Product** for **PNB Housing Finance**, enabling real-time monitoring of a **₹85,000+ crore** loan portfolio, improving reporting efficiency by **~40%** and supporting data-driven retention strategies.
- Defined core product **KPIs** and **data models**, translating stakeholder requirements into actionable insights; enabling faster decision-making for **60+** stakeholders and improved retention tracking through structured portfolio analysis.
- Owned **product lifecycle enhancements** for delinquency and performance dashboards, driving automation and **advanced analytics** (SQL/Python) that improved reporting accuracy by **30%** and reduced manual effort significantly.

**LEAP Commerce**

*Business Analyst*

Jul'24 – Nov'25

Gurugram, India

- Engineered a **centralized** data solution that unified commercial and marketing insights for over **120+** brands spanning across **multiple APAC markets**, resulting in a **40%** reduction in analysis time for leadership teams.
- Developed and **automated** data-driven insights, **optimizing** Monthly Campaign strategies and driving a **25%** year-over-year performance increase, enabling faster decision-making for **50+ Stakeholders**.
- Integrated AI chatbot with analytics-driven FAQ workflows to enhance user engagement resulting in a **30%** improvement in customer query resolution time and a **40%** increase in active users.
- Designed and deployed a **centralized** Competitor & Reseller Landscape Dashboard (Digital Shelf analytics: price index, availability, Discount Strategy) for **100+** brands, detecting unauthorized/fraud resellers and enabling **pricing optimization**, reducing revenue leakage by **30%**.
- Led luxury brand expansion, conducting **GTM Analysis** and market sizing across **6+** countries, benchmarking **20+ Brands** against competitors, which helped successfully onboarding Lego, OLAPLEX, Crocs, and Lab Series.

## Projects

**Project SCORE (Stock Coverage and Recommendation Engine) |**

*Power BI, Python, Excel, Azure Data Factory, Databricks, SQL*

Apr'25 – Jul'25

- Built and launched a **data-driven inventory forecasting solution (SCORE)** for **100+ brands**, predicting stock depletion and enabling proactive inventory planning, reducing **understocking and expiry losses by 34%**.
- Designed **pre-campaign stock recommendation workflows** using demand forecasting models (**~85% accuracy**), improving campaign readiness and driving **data-backed decision-making across multiple stakeholders**.

## Skills

**Technical Skills:** SQL, Excel, Power BI/DAX, Tableau, Python (Pandas/NumPy), PowerPoint, Jira, Miro, Figma (Wireframing)

**Product & Business Skills:** PRD/BRD Documentation, GTM Strategy, RFM Analysis, Cohort Analysis, Pre-Post Analysis, Product Funnel Analysis, Segmentation, A/B & Hypothesis Testing, Market Research, Competitive Benchmarking, Prioritization (RICE/MoSCoW), OKRs/KPIs, Stakeholder Management

## Leadership / Extracurricular

**Core Executive of Sponsorships and Collaborations — Moksha'23**

*Executive*

Mar'23

*Netaji Subhash University of Technology (NSUT)*

- Led fundraising GTM Campaigns and partner outreach, driving **INR 80L+** in funds raised within **3 months** through targeted market campaigns and sponsor activations.
- Built and managed **strategic partnerships** with **40+** enterprise brands (Red Bull, BeReal, Paytm, Coca-Cola, Philips, IGL, ONGC), enabling **cross-promotional campaigns** and **stakeholder alignment**.
- Negotiated commercial agreements with **50+** food brands, ensuring **≥15% profitability** while optimizing pricing, contract terms, and vendor onboarding.