

Naval Singh

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PROFESSIONAL SUMMARY

Experienced data-driven strategist with over 8 years in driving business growth. Adept in data analysis and visualization, using insights to optimize operations and boost customer satisfaction. Skilled in Power BI and Power Automate, I have achieved a 25% increase in product launch efficiency and generated over \$115 million in revenue through strategic initiatives.

TECHNICAL SKILLS

Power Platform : Power BI (Visualizations), Power Automate(Triggers & Flows), Power Apps(Canvas), Power Virtual Agents.

Microsoft Office : Excel (Pivot, Formulas, Graphs, Macros), Powerpoint (Slide Design, Animations), Word, Customer Voice.

Others : SAP (MM,SD Module & Fiori), Sharepoint & Lists, CRM, Tableau, Google Sheets & Data Studio.

EXPERIENCE

Market & Business Intelligence - Strategy | Aker Solutions

Dec'2023 –Present

Corporate Strategy & Strategic Planning

- Led the development of a **Scenarios and Strategy Roadmap for Aker Solutions**, projecting the company's direction until 2030. Utilized data from global agencies (IPCC, IEA, NGFS) and industry outlooks (BP, Shell, Equinor) to plan a **25% increase in the renewable energy portfolio by 2027**.
- Devised a **strategic disinvestment plan from fossil fuels, aiming to achieve a 33% revenue** shift to renewable energy sources by 2030, contributing to a projected **\$500 million annual revenue increase from renewables**.
- Oversaw strategic planning efforts to position Aker Solutions in emerging renewable markets, with a focus on **offshore wind and CCUS, driving sustainable growth and long-term competitive advantage**.

Market Research

- Conducted **in-depth market research** to uncover growth opportunities in the Renewable Energy sector, directly leading to the project acquisition of **2 offshore wind projects worth \$420 million**, in collaboration with the Business Development Team..
- Performed detailed analysis of the **global CCUS and Hydrogen markets**, facilitating the award of a \$120 million FEED contract for Celsio's CCS Terminal in Oslo, reinforcing Aker Solutions' leadership in the clean energy space.

Business Intelligence

- Designed a comprehensive tool using **Power Platform, integrating Power Apps, Power Automate, and SharePoint for task approval and tracking** within the M&BI Team. The tool facilitated the delegation and recording of tasks, which was further integrated with Power BI for monthly analysis of task types and timelines.
- Created a **customized dashboard** for Aker Solutions to monitor energy investments in Oil & Gas and Offshore Wind markets. The dashboard, updated monthly, influenced **\$800 million in contract decisions within 18 months by providing real-time market insights**.

Business Analyst - Product Management | Yokohama OHT

Sep'2022 – Dec'2023

Product Management & Strategy

- Marketing Analysis for different product segments, identifying the gaps and proposing the NPRs at the market level resulting in **14 New Product Request in 2023 contributing to \$ 16 Mn**.
- Invented and maintained **product performance dashboard**, providing real-time data to stakeholders, enabling data-driven decision-making and increasing **product launch efficiency by 25%**.
- Analyzed **competitor products and developed a strategic product vision and roadmap for Yokohama**, benchmarking offerings across the Construction, Lawn & Garden, and Forklift segments. This initiative guided product management decisions and projected an estimated revenue impact of \$80 million.
- Played a role in the **product strategy for the Yokohama-Trelleborg merger** by helping position Trelleborg as the premium brand and Alliance & Galaxy as key sub-brands. Assisted in optimizing **product positioning to prevent market overlap and facilitate differentiated product launches**.

Financial Analysis

- Led the forecasting process for **4,000+ SKUs**, analyzing sales trends, integrating new products, and providing regional forecasts to support strategic planning and inventory management.
- Performed **detailed financial analysis of revenue & EBITDA** across regions, segments, categories, brands, and customers. Adjusted **pricing strategies** to optimize revenue and align with product strategy and market demands.

Assistant Manager | CEAT Limited

Jun'2017 – Sep'2022

Customer Quality & Insights

- Executed comprehensive **claims research and root cause analysis**, identifying key failures, implementing precautionary actions, and distributing tires in the market for feedback. This led to a **27% reduction in domestic claims**.
- Utilized data analytics to optimize the customer complaint handling process, **reducing average resolution time by 40% and enhancing customer satisfaction by 15 points on the CSS Score**.

Key Account Management

- Successfully managed service accounts of **14 OEMs like JCB, Mahindra, TATA, TAFE**. Addressed queries, managed claims, maintained monthly connections for inputs, resulting in increased new product launches and business growth.
- Oversaw 3 Global OEM Customer (Annual Revenue of \$50 Million), handling the **complete process from order entry to after-sales support**, ensuring seamless operations and customer satisfaction throughout the lifecycle.

Digital Transformation

- Assisted to the CEAT Specialty Digital Transformation team by **digitalizing the Sales and Claim Capturing Process and developing high-level dashboards** for daily tracking, including an MD Dashboard in **Power BI integrated with SAP**.
- Created **Power Apps for OE CFA Monitoring and Audits**, focusing on quality and commercial aspects, with data integration into SharePoint for periodic review of audit scores & images, and action points.
- Formulated a custom SAP scripting model that **reduced the average claim & sales dump process time by 40%**, integrating it with Excel through macros and pivots, and linking it with Microsoft Outlook for streamlined data analysis and sharing.

Operations

- Facilitated a detailed analysis of the tire building process, breaking it down into individual steps and calculating time intervals between them. Collaborated with the engineering team to modify the building recipe, resulting in a **19% reduction in tire building cycle time as part of a SMED (Single-Minute Exchange of Die) project**.
- Engineered a **tire building specification model** that enhanced production planning accuracy by 18%, leading to improved resource allocation and an **8% increase in efficiency during 2018-19**.

Technician | HEC Limited - Trainee

Aug'2016 – Jun'2017

- Completed thorough data analysis of equipment maintenance records, identifying critical failure patterns and reducing unplanned downtime by **15% within the first six months of analysis**.
- Implemented data visualization dashboards to offer real-time insights into equipment performance, aiding decision-making and enhancing overall equipment efficiency.

KEY ACHIEVEMENTS

Project Yokohama-Trelleborg : Brand Integration Initiative | Yokohama, Mumbai IN,

Jan'2023 - Aug'2023

- Innovated multi-tier brand strategy (Yokohama Trelleborg, Tier 1; Galaxy, Alliance Mitas, Tier 2) preventing channel cannibalization in Yokohama-Trelleborg merger (+\$115M revenue projected).

Project CEAT Digital : Transforming Customer Service | CEAT, Mumbai, IN

Sep'2021 - Apr'2022

- Spearheaded CEAT's digital transformation (claims, sales tracking, OEM ratings). Facilitated seamless onboarding of global OEMs (AGCO) and boosted CSS by 19%, OEM Supplier ratings by 12%.

EDUCATION

IMT Ghaziabad - PGDM in Business Analytics

MIT Bhopal - B.Tech in Electrical & Electronics Engineering

Government Polytechnic Ranchi - Diploma in Electrical Engineering

CERTIFICATIONS

Brand Strategy & Customer Relationship Management - IIM Banagalore

Modelling and Building Digital Supply Chain - IIM Mumbai

Introduction to Strategy Consulting - Boston Consulting Group (BCG)

Lean Six Sigma Black Belt Government of India

Leadership Skills - IIM Ahmedabad

AWARDS AND RECOGNITION

Award of Excellence | Yokohama OHT - For preparing profitability dashboard for LATAM & MEA regions.

Star Performer for the Year | CEAT Limited - Digitizing CEAT Claims and Sales Tracking Processes.

Customer Centricity Award | CEAT Limited - For onboarding Global OEM Customer (\$50 Mn Business)

CO-CURRICULAR ACTIVITIES

Guest Speaker - Toastmasters International

Corporate Sports Coordinator - Embassy 247

Young Solutioneers India - Aker Solutions