Calvin Ravito Putra

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A data-driven business analyst with an analytical foundation in financial modeling, market research, and consumer insights. Experienced in turning large volumes of transactional and market data into clear insights that support investment decisions and business strategy. Brings an academic grounding in Marketing Analytics and a practical, client-facing approach to translating data into action.

WORK EXPERIENCE

BRI New York The Agency — *Business Analyst Intern* Mar 2026 – Aug 2026

- Develop data models across thousands of financial transactions to extract insights that inform corporate investment strategy and support client-facing business decisions.
- Build and present analytical decks synthesizing quantitative and qualitative data to guide senior stakeholders in high-stakes investment decisions.
- Contribute to the bank's due diligence process by evaluating transaction patterns, business fundamentals, and risk indicators to determine investment viability.

HABIT of 2PEACOCK — *Product & Market Analyst* Feb 2024 – Mar 2026

- Performed consumer segmentation and market analysis to strategically position a new perfumery brand across retail channels.
- Evaluated distribution and sales data to optimize product placement and retail partnership decisions.
- Analyzed competitor landscape to define differentiated pricing models and monitored KPIs to guide expansion and investment prioritization.

2PEACOCK — *Brand Strategy Analyst* Feb 2023 – Mar 2026

- Conducted market research and consumer behavior analysis to identify product-market fit opportunities in Indonesia's fashion industry.
- Developed financial projections and cost-benefit analyses to support business scaling and revenue forecasting.
- Tracked sales metrics and performed competitive analysis to optimize pricing strategy and guide strategic expansion.

MUCHACHO FOOD — *Marketing Analytics Specialist* Sep 2024 - Jul 2025

- Analyzed monthly campaign performance data across paid channels to optimize spend allocation and improve ROI.
- Developed customer retention reports tracking 7,000+ monthly purchases to identify behavioral trends.
- Monitored and reported KPIs to management, translating data insights into actionable business recommendations that drove measurable revenue impact.

EDUCATION

Baruch College, United States Expected Graduation Jan 2027
Master of Science in Marketing Analytics (GPA: 3.85/4.0)

Universitas Gadjah Mada, Indonesia 2018 - 2022
Bachelor of Political Science (GPA: 3.30/4.00)

SKILLS, COMPETENCES, & LANGUAGE

Analytical Skills: Data Analysis, Financial Analysis, Market Research, Consumer/Customer Segmentation, Competitive Analysis, KPI Reporting & Tracking, Campaign Performance Analysis, Customer Lifetime Value (CLV), Forecasting

Technical Tools: Excel, SQL, Power BI, Tableau, Data Visualization, Python, R, Google Analytics, Meta Ads Manager, Enginius, Google Suite

Business & Strategy: Stakeholder Reporting, Pricing Strategy, Go-to-Market Strategy, Data Storytelling

Interests: Client Advisory, Business Strategy, Consumer Insights, Investment Analysis, Brand Development, Relationship Banking

Languages: Native Indonesian, Advanced English (C1)