

# PRASHANT PRABHAKAR

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## SUMMARY

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An MBA graduate with a strong foundation in Marketing and Business Analytics, experienced in identifying and analyzing customer's needs to propose effective business solutions. Proficient in data analysis, problem-solving, and strategic decision-making, with a proven ability to translate business requirements into actionable insights that drive growth and efficiency. Adept at working in dynamic environments and collaborating across teams to deliver optimal results.

## EDUCATION

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**MBA (Marketing, Business Analytics)** (2021 - 2023)

School of Management, Pandit Deendayal Energy University

**B.Tech. (Industrial Engineering)** (2016 - 2020)

School of Technology, Pandit Deendayal Petroleum University

## SKILLS

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**Technical Skills** Data Governance & Quality Control, Data Strategy Development (Acquisition, Build, Append, Refresh, Monetize), Data Warehousing, Database Management, Data Exploitation & Value Creation, Data Source Identification & Integration, Data Mapping & Automation, Advance Excel, Miro, ChatGPT, Copilot

**Soft Skills** Cross-functional Team Collaboration, Stakeholder Management & Advisory Role, Requirement Gathering, Strategic Thinking, Creativity & Analytical Capability, Strategic Thinking, Decision Making, Leadership

**Languages** English, Hindi, Gujarati

## EXPERIENCE

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**InfoAnalytica Consulting Pvt. Ltd.** (04/2023 – 11/2024)

Jr. Business Analyst (Ahmedabad, India)

- Analyzed complex datasets to identify key trends, leading to actionable insights that enhanced decision-making processes and directly produced 15% increase in operational efficiency across departments.
- Contributed to the design of processes for an internal data platform that significantly reduces human intervention and automates workflows by 70 to 80%.
- Identified key areas for process improvements, leading to a reduction in data preparation errors by over 40% through actionable solutions.

## PROJECTS

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### Data Prep

- Spearheaded the development and implementation of innovative business strategies that reduced project turnaround time by 30%, resulting in faster delivery of client-ready files from statement of work (SOW) to final product.
- Developed Process for automated workflows for data extraction, transformation, and loading (ETL) processes which improved the efficiency by 50%.

- Collaborated with cross-functional teams by facilitating weekly strategy sessions, resulting in improved communication flow which shortened project timelines by an average of two weeks per initiative.
- Implemented robust data validation processes that increased accuracy by 35% while enhancing consistency through comprehensive cleansing procedures; ensured high-quality datasets for informed decision-making within key projects.
- Streamlined data processing workflows by reducing 60 to 70% manual intervention.

### Rank Function

- Developed a rule-based contextual data model to rank and categorize job titles efficiently, reducing manual workload by 75-80%.
- Analyzed customer needs to design a tailored solution that enhanced the job title ranking process and ensured accurate categorization.
- Accompanied customers through the full delivery cycle, from configuring the model to supporting the go-live phase, ensuring seamless implementation.
- Conducted training sessions for internal customers and stakeholders to help them understand and use the automated ranking tool effectively.
- Provided first-line support, troubleshooting any issues encountered during early adoption and ensuring smooth usage.
- Collaborated with stakeholders and gave feedback, offering suggestions to refine the product and improve its functionality based on real-world usage.

### Gross Merchandise Sales

- Developed a revenue estimation model for the e-commerce domain based on various key performance indicators (KPIs) to predict gross merchandise sales (GMS).
- Analyzed customer needs and suggested a customized solution to enhance the accuracy of revenue forecasts.
- Worked closely with customers throughout the full delivery cycle, from configuring the model to supporting the go-live phase.
- Provided training to end users on interpreting model outputs and utilizing the system effectively.
- Assisted in first-line support, addressing initial user issues and troubleshooting problems in real-time.
- Provided feedback to Product Owners, contributing insights to improve future iterations of the revenue model.

### CAPSTONE PROJECT

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#### PySpark

- GitHub Link: [LendingClub](#).

### CERTIFICATES

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| <b>The Ultimate Big Data Masters Program (Cloud Focused)</b> | (09/2024) |
| <b>Organization</b> Trendytech                               |           |
| <b>Certificate ID</b> TTSMUBD202400371                       |           |
| <b>Basic to Advanced Microsoft Excel</b>                     | (07/2024) |
| <b>Organization</b> Skill Nation                             |           |
| <b>Basic to Advanced SQL</b>                                 | (07/2024) |
| <b>Organization</b> Skill Nation                             |           |