PRAFULLA ANAND

Business Analyst / Data Analyst

CONTACT DETAILS

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PROFILE SUMMARY

Skilled at data mining and analyzing large volumes of data to get business insights and **creating dashboards**. A keen eye for detail to observe trends using various statistical tools. Skilled at **Excel** & **SQL** and looking for a further learning in the role as **Business analyst / Data analyst / Product Analyst / Data scientist / Research Analyst.**

SKILLS AND ABILITIES

STATISTICAL TECHNIQUES
- Linear Regression
- Logistics Regression
- Requirement Analysis
- Clustering and Segmentation
- Data analysis and manipulation
- Predictive Modelling
- Functional Requirement Documentation
- Business Process Management

TOOLS

- Python Programming
- SQL
- MS Office & Google docs
- Microsoft Excel
- Tableau
- Requirement Elicitation
- Quantative Analysis
- Metabase
- Leadsquared
- Structure driven approach

EMPLOYMENT HISTORY

Business Analyst - Products ' Category

1Bridge.com | June'20 - Present

- Working in the **analytics** team to commit, identify potential strategic and optimisation opportunities through deep diving into business and product data.
- Build **Category and Business models** to support team to take an effective decision on **business strategy.**
- Part of **expansion team** in launching new cities on key model.
- Responsible for publishing **Management Dashboards &** developing automated dashboards, visualisations, for **Inventory Management, Costs optimisation** etc.
- Responsible for Data modeling for projects across verticals - **Data pulling & model.**
- Create new models/ improve existing models which are used for supply chain, **trend** & **demand forecasting**, logistics, planning, etc.

Sr. Business Development Analyst

Meesho.com (Fashnear Technologies Pvt. Ltd.) | Aug'18 - April'20

- Create various algorithms for **optimising demand & supply data** and implement **cost reduction opportunities.**
- Responsible for **Data analysis,** Build **Business models** to support team to take an effective decision on business strategy
- Responsible for **team management** and help in strategic planning **Analyse metrics, key indicators** and other available data sources to discover root causes of process defects.
- Support **business development** team & internal partners throughout the organisation to meet and exceed customer service levels & **transport-related KPI's**.
- Create **various analysis** for error handling in existing data products. Willingness to learn, innovate, take initiative.

Data Analyst

Simplilearn Solutions Pvt. Ltd. | Jan'18 - July'18

- Responsible for **quantitative analysis**, data mining, and the presentation of data to see beyond the numbers and understand how **users interact** with core products.
- Own and deliver the implementation of new methods for data visibility, monitoring, management, and automation of **dashboards.**
- Partner with Product and Engineering teams to solve problems and **identify trends** & opportunities.
- Inform, influence, support and execute **product decisions** and Respond with urgency to high priority requests from senior business leaders.
- Develop / Design effective and scalable solutions to build dashboards on reporting tools.
- **Mine massive amounts** of data and extract useful product insights. Manage development of data resources, gather requirements, organise sources; support **product launches**.
- **Data Visualisation** and presentation to / for cross functional teams and present customer obsession and ownership.

ACADEMIC PROFILE

DAYANANADA SAGAR INSTITUTIONS

B.E in Computer Science Engineering , Class of 2017

- Participated in various departmental technical activities and lead the team to grab 2nd prize in 3rd National Conferenece On Convergence of Science & Tech,
- Member of the Architecture Appreciation Society.

LOYOLA HIGH SCHOOL

Graduated Class of 2013

- Captain of School Cricket Team.
- Member of Student Council.
- Undergone 10 years of Professional training in Martial Arts.

PROJECTS AND CASE STUDY

Project 1:
Objective :- Bikaner Company conducted a survey among their employees about work parameters on 40 questions at their working premises.
Technique/Tool used :- With the help of Tableau, built an interactive multiple dashboard to shows strength and weakness of Business environment of Bikaner Company based on the survey result.

Project 2:
Objective :- One of the leading retail chains in Delhi having more than 15 stores which sells Laptops and accessories. The company would like to define
the product strategy and pricing policies that will maximize company projected revenues in 2016.
Technique/Tool used :- with the help Tableau, built an interactive dashboard to make a retail company understand their Laptop & accessories sales and historical performance.

Project 3:
Objective :- To determine KPI, Electronic Sector Skills Council of India.
Technique/Tool used :- With the help of Excel, MySQL & Tableau, created a dash to visualize, analyze and display key performance indicators (KPI), metrics and key data points to monitor the health of the examination. Data Cleaning, detecting and correcting corrupt or inaccurate records from a record table. Data Wrangling, transformed raw data into another format, for making it more appropriate.