

## PRASHANTH R.

11/20 Vivek Nagar, Cheran Nagar, Back to ITI, G.N.Mills post, Coimbatore, 641029

### Professional Summary

Dedicated and detail-oriented professional with a solid background in Advanced Excel, Power BI development, and SQL. Proven ability to transform complex data sets into actionable insights to drive business decisions. Adept at creating dynamic and visually appealing dashboards for effective data visualization. Seeking an opportunity to contribute expertise in data analysis and business intelligence to a dynamic team.

### Professional Experience

**MIS Analyst | TIPS TEACH FOUNDATION, Dindigul | [01/05/2021- 31/05/2023]**

Led the implementation of a new Student Information System (SIS), ensuring seamless integration with existing processes.

Collaborated with cross-functional teams to gather requirements and customize the system to meet the institution's specific needs.

Managed and maintained the institution's database, ensuring data integrity and security.

Developed and implemented data cleaning processes to enhance the accuracy of student records.

Generated and distributed regular reports on student enrollment, attendance, and academic performance.

Conducted data analysis to identify trends, enabling data-driven decision-making by academic and administrative departments.

Streamlined administrative processes by automating routine tasks through the implementation of workflow automation tools.

Conducted regular reviews of existing processes to identify areas for improvement and efficiency gains.

A useful resource for creating customized and interactive Power BI dashboards. Student Information System Enhancement

Successfully upgraded the existing Student Information System, improving user interface and adding new features.

Enhanced data security and privacy measures, ensuring compliance with industry standards.

Implemented workflow automation for key administrative processes, reducing manual errors and processing time.

**Training and Support** Provided training sessions for faculty and staff on using information systems effectively.

Offered ongoing technical support, troubleshooting, and assistance to end-users.

**Custom Report Development** Developed customized reports for various stakeholders, including administrators, faculty, and regulatory bodies. Ensured reports met compliance requirements and provided valuable insights for strategic planning.

**Security and Compliance** Implemented security measures to safeguard sensitive student and institutional data. Ensured compliance with data protection regulations and participated in audits.

### Technical Skills

Database Management: MySQL, Microsoft SQL Server

Data Analysis: SQL, Excel

Reporting Tools: Crystal Reports, Tableau

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### **Digital Marketing analyst, Woodbridge Consulting Group, Chennai [04/11/2016 – 28/02/2019]**

Conducted in-depth analysis of digital marketing campaigns using tools such as Google Analytics, Adobe Analytics, or other analytics platforms.

Generated regular reports on key performance indicators (KPIs) such as website traffic, conversion rates, and return on ad spend (ROAS).

Identified opportunities for campaign optimization based on data insights, resulting in 20% improvement in campaign performance.

Implemented A/B testing strategies to refine ad creatives, targeting, and messaging.

Conducted SEO audits and keyword research to enhance organic search visibility.

Collaborated with content teams to implement on-page and off-page SEO best practices.

Analyzed social media performance metrics, including engagement, reach, and conversion rates.

Developed strategies to increase social media presence and engagement.

Managed paid advertising campaigns across platforms such as Google Ads, Facebook Ads, and LinkedIn Ads.

Created detailed reports outlining timetables and schedules for email campaigns, ensuring timely delivery and achieving 3 dashboards for on-time campaign execution.

Maintained web pages using HTML/CSS, resulting in an improvement in page load times and user experience.

Conducted regular competitor analysis to identify industry trends and opportunities.

Utilized competitor insights to refine marketing strategies and stay ahead in the market.

### **Education**

B.Tech Biotechnology, Agricultural College and Research institute,  
Coimbatore [2009 – 2013]

PGDMA, Bharathiyar University [06/2019 - 05/2021]

### **Certifications**

- ❖ IBM Data Analyst, Excelr
- ❖ Google Analytics Certification, Google
- ❖ Digital Marketing Certificate, Elysium group of institutions

### **Projects**

#### **Building Sales Dashboard**

Integrated data sources from the sales dataset.

Defined KPIs aligning with sales goals and objectives.

Developed data visualization techniques using Power BI tool.

Engineered the dashboard, enabling user interaction with the data.

#### **Pizza sales analysis**

Conducted data analysis on pizza sales data using Power BI to gain insights into business performance.

Created measures and new visualizations to analyze pizza sales data.

Utilized DAX calculations for measures like previous year sales, previous day vs next day sales, and running total.

Demonstrated proficiency in data analysis tools such as Power BI and DAX calculations.

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Developed a comprehensive sales report for a pizza business, incorporating key metrics like total revenue and average order value.

### **IPL game analysis**

Led the IPL project, a comprehensive data analysis and visualization initiative.

Focused on covering data from IPL seasons spanning 2008 to 2022.

Written 5 Complex DAX functions to drive logics of batting and bowling units.

### **Customizing dashboard elements**

By customizing and interacting with visuals in Power BI dashboards.

Covers dynamic chart selection, tool tips, bookmarks, drillthrough, and editing map interactions for filters.

Discusses AI graph analysis, Q&A graph, custom visuals, tiled buttons with switch DAX function, and slicers for filters.

Provides examples of DAX functions, including CALCULATE, to calculate total sales for specific countries.

### **Internships**

**Intern, Indian Institute of Science [ 4 / 2 0 1 2 - 1 1 / 2 0 1 2 ]**

IAS - Indian Academy of Science fellow to conduct biotechnology research

**Data analyst intern, aivariant.com From 0 5 / 2 0 2 3**

Created a View "Products Status" report, featuring year-wise total product sales and accurately calculated the percentage of total value for each year, contributing to data-driven business insights."

Effectively translated business logics into SQL queries by writing stored procedure to categorizing customers into 3 different levels.

Developed a stored procedure, 'Get\_Country\_Payments,' that efficiently accepts year and country as inputs and provides detailed year-wise and country-wise total payment amounts as output, enhancing data analysis capabilities.

Proficiently computing year-wise and month-wise order counts while also calculating the year-over-year (YoY) percentage change, offering valuable insights into sales trends and performance.

Importing data, creating master tables, and optimizing data quality to highlight expertise in querying skills and data preparation.

### **Technical Skills**

Data Analysis: Advanced Excel, SQL , Data Visualization: Power BI, Database

Management: Microsoft SQL Server, MySQL, Power Query, DAX (Data Analysis

Expressions), Data Cleaning: OpenRefine, On-Page Optimization, Off-Page Optimization,

Technical SEO, Google Analytics, Google Search Console, Content Management Systems (CMS), Knowledge of popular CMS platforms (WordPress, Drupal, etc.),

Ability to optimize content within CMS for SEO purposes, Local SEO, Structured Data

Markup, SEO Analytics Tools, Social Media Optimization (SMO), Competitor Analysis, SEO Reporting.

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### **Additional Information**

Strong analytical and problem-solving skills.

Excellent communication and collaboration abilities.

Proven ability to work in a fast-paced, dynamic environment.

Developed a comprehensive Power BI dashboard to analyze sales performance and trends.

### **Languages known**

English, Tamil, Malayalam, Hindi

### **Web blog**

<https://foolaa.com/technology>