

Prakhar Singh

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Education

Robert H Smith School of Business, University of Maryland, College Park, MD

Dec 2016

Master of Science in Information Systems. GPA: 3.54

Relevant Coursework: Business Process Analysis, Strategic and Transformational IT
Database Management Systems, Data Models & Decisions

Manipal Institute Technology, KA, India

May 2015

Bachelor of Technology in Civil Engineering, GPA: 3.8

Skills & Certification

- **Data Communication and Visualization in Tableau** certified by Duke University
 - **AdWords and Search Advertising** certified by Google.com
 - **Business Processes and Methodologies:** Agile, Waterfall, SDLC, Swim Lane, UML
 - **Database & Data Analytics Skills:** MS SQL Server, Stat Tools, @Risk, Precision Tree, Solver table, Pivot Table, Regression Analysis, Hypothesis Testing, Confidence Interval
 - **Tools and Languages:** Tableau, R, Python, SharePoint, Microsoft Office (Excel, Access), Salesforce
 - **Digital Marketing Skills:** Google Analytics, AdWords, SEM, Dashboarding, Social Media Marketing
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Work Experience

WR Grace, Columbia

Jun 2016 – Aug 2016

Business Analysis - Knowledge Management Database Intern

- Worked closely with the end user and the IT team to understand requirements and functional capabilities
- Translated business requirements into a database solution for enhanced decision making and appropriate standards
- Operated closely with end-users, generating a feedback loop and creating new process improvement opportunities
- Compiled the steps taken in the tool, to develop an admin and a user manual, along with training sessions

Smith IT, Robert H. Smith School of Business

Aug 2015 – Present

Graduate Assistant (IT Analyst)

- Analyze needs of clients to improve organizational effectiveness by applications, services and technology
 - Collaborate with clients to develop reports for analysis and prioritizing tasks to maintain business continuity
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Capstone

Tacking System for University of Maryland – Product Owner (Agile Methodology)

- Understand requirements to develop a video quality tracking system for Learning Service Technologies
- Used agile approach to deliver the tracking system to optimize the pricing of the future learning videos

Data Analysis and Process Improvement dognaiton.com – Tableau

- Gathered business requirements for process modeling and quantitative analysis to find the underlying factors
- Analyzed a data set of 178,000 rows, to determine the factors that had the highest impact on the business value

Google Online Marketing Challenge - Team Lead

- Used Google AdWords, to drive improvements on performance matrix via search engine marketing (SEM)
- Analyzed traffic pattern, conversion funnel, CTR and A/B testing for bid management of the PCC campaign

Business Process Improvement for iMovies – Salesforce and MS SQL

- Defined business processes and translated them into system requirements in all the steps of business operations
- Deployed a CRM model to improvise dashboarding, storytelling and business intelligence for the management

Credit and Loan Granting Analysis- R Scripting and Data Analysis

- Analyzed 100,000 rows to determine the trends of banks granting loans based on various parameters
- Performed several analysis including Logistic Regression, Neural Network analysis and Cluster Analysis