Prasad Jape

50 Graham St. Apt 1C, Jersey City, NJ 07307

prasad.jape@gmail.com • 510.320.9977

**Professional Summary:**

* International experience of 7+ years working with onshore and offshore diverse background of team on analyzing various aspects of business strategies, **data analysis, statistical analysis, Big Data**, **Analytics (Marketing Analytics)** and tactics for better **optimization** and increment in revenue and/or market share in the industry
* Techno-Managerial expertise with capabilities of analysis, strategies, team management, project management, resource management, delegation of work, prioritization of work, process improvement
* Extensive knowledge of Analytics & Insight especially Predictive Analytics with various statistical tools such as **IBM SPSS, SAS, R, R Studio, MINITAB** to analyze the strategies of the company and competitive advantage in the market
* Expertise in Data Analysis, **Data Visualization** tools such as **Tableau, MS Excel**
* Expertise in Data Analytics (Data Modeling and Data Insights) Using **SQL Queries (Toad** and **PL/SQL)**
* Expertise in communicating the analysis results in business language with client using **MS Power Point**
* **Language:** English, Marathi, Hindi, Gujarati

**Accomplishments:**

* Certificate: “Google Analytics Platform Principles” from **Google**
* Awarded with a “Certificate of Appreciation” from **Nielsen** for building a simulator using **SAS** & **MS Excel**
* Awarded with “Bauer T. E. D. (Tremendous Employee of Dedication) Award” (x2) by University of Houston
* Awarded with scholarship as a Graduate Assistant Tuition Fellowship by University of Houston
* Certificates: Energy Accounting & Finance, Investment Analysis and Real Estate Management
* Published a paper in 7th National Convention of Indian Society for Technical Education on energy conservation & energy audit

**Tools & Technology:**

* Data & Analysis Tool: MS Excel (VBA, Pivot Tables), IBM SPSS, SAS, R, R Studio, Hadoop, Tableau, MINITAB
* Servers: SQL Server, Oracle, MS-Access
* Scripting Languages: C, C++, Java, VBScript, SQL Query (PL/SQL, Toad), UNIX
* Project Management: MS Project, JIRA
* Requirement Management: IBM Rational Requisite Pro
* UML Tools: Enterprise Architect, MS Visio, Gliffy, Visible Analyst, IBM Rational Rose
* Defect Management: HP Quality Center, IBM Rational ClearQuest
* Testing Tools: HP Quick Test Professional, LoadRunner, Selenium, SoapUI
* Other: Capital IQ, Bloomberg Terminal, Thompson Reuters

**Experience:**

**Acxiom Corporation New York, NY**

Sr. Data Analyst October 2014 – Till Date

* **Data Analytics:** Partner with Advertisers, Advertising Agencies and Publishers for campaign execution – campaign planning, implementation, launch, analysis and reporting. Analyzing insights about **success rate** of viewership and sales increased through marketing campaign. Team up with clients to optimize the marketing strategies with **target** **markets** and engagement activities.
* **Projects:** Working on various projects of Banking & Finance Industry, Retail Industry along with Advertisers and Publishers
* **Process:** Advertisers 🡪 (Agency) 🡪 Acxiom 🡪 Publishers 🡪Acxiom 🡪 Advertisers (Agency) & Publishers.
* **Campaign Optimization:** Design and implement test frameworks that employ a test and control **(A/B Testing)** methodology to measure the impact of marketing campaign response and converted into sales for a company.
* **Data Analysis:** Modeling data using **SQL** queries **(Toad or PL/SQL)** to extract insights from the marketing & sales data received from different platforms. Providing a statistical analysis and reasoning to optimize campaign strategies. Conveying the findings in business language through **PowerPoint** presentation & **Excel.**

**AC Nielsen/Tata Consultancy Services Limited (TCS) – Analytics & Insight Gujarat, India**

Senior Analyst & Team Lead April 2012 – March 2013

* **Project:** Worked on various projects of Auto Industry, Retail Industry, Telecom Industry, and FMCG Industry
* **Data Analytics:** Worked in **TCS – Nielsen** **relationship** of Advance Analytics Consultancy (AAC) for Marketing Mix Modeling (MMM) group to analyze efficiency (**ROI**) & effectiveness (**Volume Response**) of marketing strategies based on statistical approach of predictive analytics. Further, provided insights for marketing budget allocation based on market trend, consumer behavior, historic data and demand to increase revenue and market share.
* **Process:** Worked thoroughly on data analysis of project starting from Kick Off Call 🡪 Data Requirement 🡪 Data Cleansing/Scrubbing/Validating 🡪 Data Visualization 🡪 Data Modeling/Analysis 🡪 Micro Analysis 🡪 Synergy, Optimization 🡪 Analysis Report & Presentation 🡪 Simulation
* **Project Management:** Worked with onshore & offshore team on a project; maintaining project scope, budget & timeline aligned with project milestones/deliverables as per the customer's expectations.
* **Statistical Analysis:** Worked extensively on data analysis using statistical methods such as regression analysis, Ordinary Least Square method of estimation, correlation, standard deviation, variance, hypothesis test, ANOVA, R Square, and T-test using **IBM SPSS, R/R Studio & MS Excel** to address client’s business needs considering Industry movement, consumer requirement & competition.
* **Innovation (Brand Equity):** Introduced a purchase funnel methodology using **Factor Analysis** to gauge brand equity of a company or a product for Auto Industry. The most helpful to build, to develop & to maintain brand image in the market amongst peers.
* **Client Relations:** Understood the business needs & key performance indicators (**KPI**) of the business. Experience of conveying statistical facts & figures in business language which includes return on investments (**ROI**), market share, competition, and providing insight over the budget allocation for high return possible.
* **Data ETL:** Working extensively on Data Extraction, Transformation and Load (ETL) for internal & external clients. Based on the requirements, extract the data at the most granular level possible from the server, transform the data into modeling friendly structure, and load the data into desired client server
* **Data Cleansing/Scrubbing:** Worked extensively on the raw data and converted into modeling friendly data using MS Excel and MS Access. Conveyed the data representation using MS PowerPoint in business language.
* **Process Improvement:** Restructured The Simulator of Auto Projects for better representation of analysis & insights to client; providing an opportunity to have optimized revenue considering multi-dimensional parameters such as budget allocation, revenue, spending. Furthermore, reduced overall process cycle time by 80% of The Simulator by restructuring the process steps & increasing efficiency. Replaced a **MATLAB** portion of Simulator with **SAS** & **MS Excel VBA** programming.
  + **Mentoring:** Developed Training material for Non-FMCG projects. Constructed templates to increase decision making activity, to reduce overall cycle time for deliverables & to standardize processes aligned with the team of diverse background.

**Bank of America Merrill Lynch Houston, TX**

Financial Analyst August 2010 – December 2010

* **Data Analysis/Financial Modeling:** Developed strategies and forecasting for asset allocation of **$750MM** investments by analyzing Key Performance Indicators (**KPI**) through technical and fundamental analysis, market performance, analyzing economic indicators & ratios. Created financial models and ad-hoc reports using **MS Excel** showing a health of client’s investments compared with market.
* **Innovation (Dashboard):** Constructed a **Dashboard** using **MS Excel** & **Thompson Reuters** for a snapshot view of portfolio performance compared with equity and Treasury returns. Provided daily support to sales professionals and improved dashboard features in order to enhance their analytical capabilities and to increase front line decision.
* **Project:** Worked on **Asset Management** Portfolio of private companies including liquid, semi liquid and Property – Valuation, Mortgage & Insurance. Maintained performance of the portfolios higher than client’s expectations.

**University of Houston Houston, TX**

Graduate Assistant January 2009 – December 2010

* **Analysis:** Analyzed Student Life Cycle at Business school and processes of each department in Business School. Optimized the internal processes and removed redundancy for better efficiency to increase student/alumni experience. Also, Introduced Self-Appraisal form in MBA admission’s application packet for better qualitative evaluation of applicants’ exemplification.
* **Forecasting:** Developed forecasting model using MS Excel considering Key Performance Indicators (**KPI**) of business school to have a snapshot of future requirement & long term performance.
* **Data Representation (Dashboard):** Constructed a **Dashboard** using **MS Excel** to show the performance analysis of each department, which now has been implemented at University level.

**Active Eye Security Solutions**  **Gujarat, India**

Senior Engineer June 2005 – December 2007

* **Client Relations:** Developed healthy relationship between a company & international vendors. Initiated and implemented routine inspection of the systems installed to build healthy professional relationship and to increase customer satisfaction.
* **Financial Planning & Analysis (FP&A):** Prepared monthly, quarterly and annual closing and consolidated financial statements. Constructed financial models for planning, forecasting, budgeting. Generated financial reports for Cost Analysis, Profit & Loss Analysis for quarterly and annual management reports.
* **Inventory Management:** Managed Inventory by developing Inventory Database System using **MS Access** and optimized inventory cycle to implement **Just-in-Time** strategy to increase Return on Investments.
* **Problem Solving:** Developed Failure Mode & Effect Analysis **(FMEA)** database for quick reference to address failure situation. Analyzed the database on continual basis to understand the frequency of problems and how to eliminate them.

**Consulting Projects:**

**Sanchez Oil & Gas Corporation Houston, TX**

Market Research Analyst – Merger & Acquisition March 2011 – April 2011

* **Business/Strategic Analysis:** Conducted SWOT Analysis, Matching Analysis and Competitors Analysis for strategic growth of the company. Developed a methodology and structure to Identify potential oil & gas companies for acquisition.
* **Financial Valuation:** Analyzed potential companies and prepared financial valuation based on DCF method considering company’s assets & liabilities, oil & gas reserve for future growth, production of past several years and financials, future prospect of commercialization. Constructed a template for better representation and prepared reports for assessment.

**SpawGlass Company** **Houston, TX**

Market Research Analyst – Business Expansion January 2010 – May 2010

* **Business/Strategic Analysis:** Identified Key Performance Indicators of the industry, conducted SWOT analysis and market research to identify the potential areas for business growth.
* **Data Modeling:** Constructed a Bauer Model in order to analyze & compare possible areas for growth. Created a Bauer Template for better representation of the business performance matrix & data analysis by taking into consideration quantitative & qualitative measures.

**Education:**

**Master of Software Engineering,** GPA 3.73/4.00 October 2014

Stratford University Falls Church, VA

**Master of Business Administration – Finance,** GPA 3.65/4.00 December 2010

C.T. Bauer College of Business, University of Houston Houston, TX

* Electives: Financial Statement Analysis, Strategy of Project Financing, Financial Consulting – M&A, Financial Risk Management, Advance Corporate Finance
* Memberships: Bauer MBA Society, Pratham@UH, Graduate Indian Student Organization

**Bachelor of Engineering – Electrical,** GPA 3.53/4.00 June 2005

Gujarat University Gujarat, India

* Memberships: Society of Power Engineers, Indian Society for Technical Education