

PRAJWAL KUSHA

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SUMMARY

Graduate student in Business Analytics with 3 years of industry experience and proven skills in SQL, Power BI, Tableau, and Excel. Passionate about turning data into insights to drive smarter business decisions.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

Master of Science, Business Analytics

December 2025

- Relevant Courses: Data Management for Analytics | Machine Learning | Big Data & Supply Chain Analytics | Statistics for Analytics | Programming for Analytics (R & Python)
- Awards: GW School of Business Merit-Based Fellowship

PRESIDENCY UNIVERSITY, School of Engineering

Bangalore, India

Bachelor of Technology, Mechanical Engineering

March 2021

- Relevant Courses: Computer Programming | Design Thinking and Team Building | Statistics and Probability
- Leadership: Student Representative and Lead Coordinator, Department of Student Affairs

TECHNICAL SKILLS

- Languages:** Python, R, SQL, HTML, CSS
- Tools:** Docker, Git, Vercel, AWS, Jupyter, PostgreSQL, MySQL, Microsoft Excel
- ML/Analytics:** scikit-learn, TensorFlow, PySpark, Gurobi, Power BI, Tableau, SAS
- GenAI** – ChatGPT, Perplexity, Grok AI, Copilot, Cursor

EXPERIENCE

LEVERAGE ED-TECH PRIVATE LIMITED (Vasudhaiva Kutumbakam Group Private Limited)

New Delhi, India

Senior Consultant – Operations

March 2021 - May 2024

- Collaborated with cross-functional teams (sales, marketing, product) to implement targeted outreach and data-driven sales strategies, increasing client acquisition by 30% and contributing to 15% of the team's annual revenue.
- Built Tableau dashboards for tracking client engagement metrics; leveraged Excel pivot tables and VLOOKUP to automate weekly sales reporting.
- Developed actionable insights and strategic recommendations, enabling sales teams to optimize engagement strategies and improve client retention by 35%, supporting marketing efforts through data-driven collateral.

TECHNICAL PROJECTS

Capital Bikeshare Summer Analysis | Tech Stack: AWS, Linux, SSH, JupyterLab

[GitHub](#)

- Utilized AWS EC2 to process large datasets, creating visualizations and actionable business insights, which were presented to stakeholders to inform strategic decisions. Insights led to a proposed 10% improvement in bike redistribution efficiency.
- Identified high-demand stations and frequently used bikes (Lincoln Memorial, Union Station), providing recommendations to optimize bike availability and maintenance schedules, improving system efficiency

FEC Political Contributions Data Analysis | Tech Stack: AWS, SQL, Bash, PostgreSQL, Apache Spark

[GitHub](#)

- Conducted market research on political contributions, identifying key trends in customer behavior and high-value donors across states (California, Texas, Florida), providing insights for GTM strategies in campaign finance.
- Evaluated the impact of PACs like One Nation and high-value donors such as Timothy Mellon on political campaigns, highlighting the need for greater transparency and regulation in campaign finance.

Data Professional Survey | Tech Stack: Power BI, Excel

[GitHub](#)

- Utilized Power BI and Excel to build interactive dashboards analyzing global survey data, revealing trends in salary, job satisfaction, and role distribution, improved stakeholder decision-making through dynamic visual storytelling.
- Cleaned and transformed raw datasets using Power Query, DAX, and Excel functions, enabling structured drill-down reporting that uncovered programming language preferences and transition challenges across job roles.

ADDITIONAL INFORMATION

Certifications: Career Essentials in Data Analysis, Microsoft and LinkedIn | Foundations of Business Strategy, University of Virginia, Coursera

Involvement: VP of Alumni Relations – GW Business Analytics Club