

PRAJWAL KUSHA

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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
- **ML/Analytics:** scikit-learn, TensorFlow, PySpark, Gurobi, Power BI, Tableau
- **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.
- Automated reporting workflows and optimized data operations using Excel, SQL, and CRM tools, improving accuracy and operational efficiency across client management.
- 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

Portfolio Website | Tech Stack: Next.js, Tailwind CSS, TypeScript, Vercel

[Website](#)

- Designed and developed a fully responsive portfolio using Next.js, Tailwind CSS, and TypeScript, showcasing personal projects, technical skills, and interactive UI components with light/dark theming and animated transitions.
- Deployed on Vercel with performance optimizations, custom routing, and seamless scalability; includes dynamic resume downloads, project highlights, and a clean, modular codebase reflecting modern frontend best practices.

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.
- 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.

House Prices Prediction | Tech Stack: Kaggle, Python, Scikit-Learn, matplotlib, Gradient Boosting

[GitHub](#)

- Built a House Price Prediction Model: Developed a machine learning pipeline using Python and scikit-learn, achieving a validation RMSE of 27,897.11 through data preprocessing, feature engineering, and Gradient Boosting.
- Optimized Model Performance: Performed hyperparameter tuning with GridSearchCV and evaluated model performance using feature importance plots and correlation heatmaps, ensuring accurate predictions for real estate analysis.

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 | Volunteer - Swachh Bharat Abhiyan - Clean India