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 I & II (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

EXPERIENCE

LEVERAGE ED-TECH PRIVATE LIMITED (Vasudhaiva Kutumbakam Group Private Limited)   **New Delhi, India**
Senior Consultant – Operations   *March 2021 - May 2024*
- Implemented targeted outreach and consultative sales strategies, utilizing Data Analytics and Customer Segmentation, driving a 30% client acquisition and contributing to 35% growth in annual revenue across multiple quarters.
- Optimized data management workflows and automated reporting processes using advanced tools such as Excel, SQL, and CRM systems, improving data accuracy, streamlining client interactions, and enhancing operational efficiency.
- Orchestrated in-depth analysis of market trends and implemented strategic decision-making processes, leading to a remarkable 35% increase in quarterly sales performance alongside exceeding annual revenue objectives by over 40%.
- Deployed predictive analytics and client risk models to identify and address at-risk clients, significantly improving client retention rates and reducing potential disengagement.
- Mastered data visualization techniques to interpret complex data for executive reports, supporting business intelligence and facilitating the execution of market-driven strategies.
- Achieved consistent recognition as a top 10 performer, receiving accolades from peers and senior management for outstanding performance and commitment to delivering exceptional results.

PROJECTS

THE GEORGE WASHINGTON UNIVERSITY, School of Business   **Washington, DC**
Capital Bikeshare Summer 2018 Analysis | **Tech Stack: AWS, Linux, SSH, JupyterLab**   *GitHub*
- Leveraged AWS EC2 to provide scalable computing power and executed data manipulation tasks using Linux commands.
- Identified the most popular stations and bikes, delivering valuable insights to optimize the bike share system.

FEC Political Contributions Data Analysis | **Tech Stack: AWS, SQL, Bash, PostgreSQL, Apache Spark**   *GitHub*
- Conducted in-depth analysis of individual political contributions to identify trends in campaign financing, focusing on high-value donors, PACs, and geographic distribution of contributions.
- Processed and analyzed 3.37 GB of FEC data using AWS EC2 instances, leveraging Bash scripting for data preprocessing and Jupyter Notebook for interactive data exploration and visualization.

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
Languages: English, Hindi, Kannada, Telugu
Technical Skills: Python, Power BI, Excel, SQL, Tableau, AWS, SSH, R, Apache Spark, Hadoop AI/ML, DBMS, Predictive Modelling, Gurobi, Financial Analysis, Project Management
Involvement: Volunteer, Swachh Bharat Abhiyan - Clean India