

Pranav Grover

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Summary

Detail-oriented and data-driven Business Analytics graduate student at UTD with hands-on experience in leveraging data to drive business insights and decisions. Proficient in SQL, R, Python, and Tableau, with strong skills in data analysis, visualization, and reporting. Experienced in exploring datasets to identify trends and patterns that inform strategy. Proven ability to collaborate with cross-functional teams to meet business objectives.

Technical Skills

- **Programming Languages:** Python, SQL, R, NoSQL, Java
- **Databases:** MS-SQL, MySQL, PostgreSQL, MongoDB, Oracle
- **Data Analysis / ETL:** Power BI, Tableau, MS Excel, Data Modeling, Data Mining, DataExtraction, Big Data, Data Flow

Professional Experience

Marketing Executive, *Elite Marque*

July 2023 – June 2024 | New Delhi, India

- Utilized data visualization tools such as Tableau to analyze customer behavior and forecast marketing trends, resulting in a 25% month-on-month increase in marketing reach.
- Led a team of 5+ marketing professionals in implementing data-driven strategies that optimized targeting and engagement, boosting campaign effectiveness and customer conversion rates.
- Designed and delivered 15 insightful reports and interactive visualizations using Power BI, providing stakeholders with clear, data-driven insights to support business intelligence and sales performance efforts.

Data Analyst Intern, *Shree Adisoft Technology*

Jan 2023 – May 2023 | New Delhi, India

- Executed complex SQL queries and optimized database performance by streamlining query execution and enhancing data retrieval efficiency, reducing query time by 20%.
- Designed and implemented robust relational database schemas to support scalability and data integrity, facilitating seamless data management across cross-functional teams.
- Spearheaded data migration, backup, and recovery strategies, ensuring zero data loss and maintaining system uptime during critical upgrades and migrations.

Education

Master of Science, Business Analytics and AI
The University of Texas at Dallas

August 2024 – Present | Texas, USA

Bachelor of Technology, Electrical and Electronics Engineering.
BVCOE, Guru Gobind Singh Indraprastha University

August 2019 – July 2023 | New Delhi, India

Projects

Player Management System

- Built a player management system processing data points using SQL, MongoDB, Python, and Streamlit, streamlining decision making for each client.
- Developed predictive models with 85% accuracy, improving team optimization by 40% through data-driven insights on performance and trends.
- Automated real-time data integration, syncing 100% of records across MYSQL and MongoDB, cutting manual effort by 70%.
- Created dashboards tracking 10+ metrics, supporting 500+ strategic roster decisions per season with real-time analytics.

Automobile Price Prediction and Customer Segmentation

- Developed a car price prediction model using R, achieving 96% accuracy with Random Forest and Gradient Boosting, aiding precise strategies in the automobile market.
- Implemented clustering techniques (K-Means and Hierarchical) to segment customers into 4 groups, enabling tailored marketing and inventory decisions, increasing target accuracy by 30%.
- Cleaned and transformed a dataset of 8,000+ entries, handling missing data with mean/median imputation and creating dummy variables for categorical fields to enhance model performance.
- Visualized insights on customer preferences and vehicle trends using ggplot2, improving decision-making for inventory management and marketing by 40%.