# PRANJAL JAISWAL

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## PROFESSIONAL SUMMARY

MIS Executive with 2+ years of data analytics experience, transforming complex data into actionable business insights using SQL, Power BI, Python, and Advanced Excel. Delivered measurable impact: 15% increase in applications, 30% reduction in manual effort, and 12% improvement in SLA compliance through automated ETL workflows and predictive analytics. Proven expertise in building scalable dashboards, statistical modeling, and cross-functional collaboration. Ready to apply data-driven problem-solving skills to accelerate business growth as a Data Analyst.

## TECHNICAL SKILLS

**Programming & Databases:** SQL (Advanced: window functions, CTEs, subqueries), Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), MySQL, PostgreSQL

**Analytics & Visualization:** Power BI (DAX, Power Query, Power Automate),Excel (Advanced: VBA, Macros, Pivot Tables, VLOOKUP, Index-Match), Statistical Analysis (Regression, Hypothesis Testing, A/B Testing)

**Data Engineering:** ETL Pipeline Development, Data Warehousing, Data Cleaning & Transformation, Data Modeling

## PROFESSIONAL EXPERIENCE

**QDIGI Services**                                                                                     March 2025 – Present
*MIS Executive | Data Analytics & Business Intelligence*                    *Noida, Uttar Pradesh, India*

- Constructed and maintained 10+ interactive Power BI dashboards tracking operational KPIs and SLA metrics, enabling real-time monitoring and strategic decision-making for 50+ stakeholders across leadership and operations teams

- Streamlined end-to-end ETL workflows using SQL stored procedures and Advanced Excel VBA macros, reducing manual reporting effort by 30% (from 40 hours to 28 hours weekly) and improving data accuracy from 87% to 99% by eliminating human error across 5,000+ monthly transactions

- Performed regression analysis and chi-square hypothesis testing on 100K+ records using SQL window functions and CTEs to identify operational bottlenecks and trends, improving SLA compliance by 12% (from 81% to 93%) through targeted process optimization recommendations

- Collaborated with cross-functional teams of 15+ members (Engineering, Operations, Product) to streamline data collection processes, reducing report turnaround time by 25% (from 8 hours to 6 hours) and establishing standardized data quality protocols

- Engineered Optimized email alerting system in Power BI using Power Automate and custom DAX measures (CALCULATE, FILTER) to flag SLA breaches in real-time, reducing incident response time by 40% (from 6 hours to 3.6 hours) and preventing service disruptions

**UNIVO Education**                                                                          August 2023 – November 2024
*Documentation Executive | Data Analytics Focus*                              *Noida, Uttar Pradesh, India*

- Analyzed and cleaned admission data for 18,000+ applicants using Advanced Excel (VLOOKUP, Index-Match, Power Query), identifying high-potential segments through cohort analysis that led to 10% increase in targeted outreach conversion rates (from 18% to 28%)

- Developed 5+ interactive Power BI dashboards visualizing student admission funnels and tracking 40% YoY application volume growth, 85% completion rates, and program-specific waitlist trends, enabling data-driven recruitment strategies that informed $2M+ marketing budget allocation

- Presented data-driven recruitment insights and predictive analytics findings to C-level leadership team of 8+ executives, directly contributing to 15% increase in applications (from 12,400 to 14,260) and informing

long-term strategic enrollment growth initiatives

- Improved admit rate by 8% (from 65% to 73%) through statistical analysis and A/B testing of admission criteria across 3 application cycles, collaborating with admissions team to implement evidence-based recommendations that optimized selection process
- Developed and deployed automated weekly reporting system using Excel VBA and macros, saving 10+ hours per week in manual data compilation and improving report accuracy from 78% to 95% through automated validation rules

## TECHNICAL PROJECTS

**E-Commerce Sales Analysis** | *Python, MySQL, Pandas, Matplotlib, Seaborn*
*github.com/Pranjal098/Pranjal_Portfolio*

- Analyzed 100K+ transaction records from Brazil E-commerce public dataset (Kaggle - Olist) across 32 product categories to identify revenue optimization opportunities, discovering that 35% of revenue concentrated in 3 product categories (furniture, electronics, home goods) during Q4 seasonal peaks
- Engineered 15+ features using RFM analysis (Recency, Frequency, Monetary value), calculated customer lifetime value through cohort-based retention analysis, created purchase seasonality indicators via time-series decomposition, and generated product affinity scores using market basket analysis (Apriori algorithm), revealing high-value customer segment (22% of customer base) contributing 48% of total revenue
- Produced comprehensive visualizations including correlation heatmaps, time-series trend analysis, geographic distribution maps, and sales funnel analysis using Matplotlib and Seaborn to communicate insights on customer behavior patterns and product performance trends
- Compiled findings into executive presentation deck demonstrating potential 15% revenue increase through targeted marketing campaigns to high-value customer segments and seasonal inventory optimization

**Agent Performance Analytics Dashboard** | *Advanced Excel, Power Query, VBA, Pivot Tables*
*github.com/Pranjal098/Pranjal_Portfolio*

- Designed end-to-end Excel dashboard tracking 15+ KPIs for 50+ call center agents including call completion rates, form accuracy, average handle time (AHT), and daily productivity metrics across 3 teams using dynamic Pivot Tables and conditional formatting
- Implemented advanced Excel formulas (INDEX-MATCH, SUMIFS/COUNTIFS, array formulas) to calculate YoY growth, rolling 7-day averages, and percentile rankings, benchmarking individual agent performance against team averages
- Built automated data refresh pipeline using Power Query and VBA macros to transform raw call logs (10K+ daily records) into analytics-ready format with data validation and automatic refresh, enabling real-time performance monitoring
- Generated interactive dashboard with slicers for dynamic filtering, enabling managers to identify bottlenecks that improved call contact rates by 20% (from 65% to 78%) within first month, with sustained 15%+ improvement over 6 months

## EDUCATION

**Rajiv Gandhi Proudyogiki Vishwavidyalaya**                      August 2017 – July 2021
*Bachelor of Technology in Mechanical Engineering | CGPA: 7.72/10*                      *Bhopal, India*

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

**Microsoft Excel** – Excel from Beginner to Advanced (Udemy) | **SQL** – Intermediate & Basic Certifications (HackerRank) | **Data Analyst** Professional Certification (4Achivers)