Pranjali Sambare, Business Analyst

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PROFESSIONAL SUMMARY

Analytical and results-oriented Business Analyst with experience in **data analytics, KPI tracking, business process improvement, and predictive modeling**. Proficient in tools like **Power BI, SQL, Python, Excel, and Tableau**, with the ability to translate complex data into business value. Known for supporting cross-functional teams with dashboards, insights, and process optimization in domains like finance, supply chain, sales, customer retention, and performance tracking.

EDUCATION

Master's Degree in Business Administration, *Sandip University*
  - Business Analytics (8.6 GPA)

Bachelor's Degree in Business Administration, *Savitribai Phule Pune University*
  - Financial Management (8.41 GPA)

WORK EXPERIENCE

Assimilate Technologies, *Business Analyst Intern*   02/2025 – present
  - Built **Power BI dashboards** to track sales funnel performance, client engagement metrics, and campaign outcomes.
  - Collaborated in **Jira-based requirement analysis** and reporting workflows to improve CRM systems.
  - Performed **customer segmentation** and **retention analysis** to assist senior management in making data-informed decisions.

Brainwave Matrix Solutions, *Business Analyst Intern*   11/2024 – 01/2025
  - Developed **predictive models for customer churn** using Python and SQL.
  - Conducted **A/B testing** and built automated dashboards to measure campaign effectiveness.
  - Worked on **remote cross-functional teams** to develop data solutions and business insights.

Cognifyz Technologies, *Business Analyst Intern*   07/2024 – 10/2024
  - Conducted **exploratory data analysis (EDA)** on financial and sales data to identify inefficiencies.
  - Used **SQL** to extract KPIs and Python to forecast trends in customer acquisition.
  - Supported documentation and visualization of findings for management review by using Agile and Scrum Methodologies

Deorai Agro Infra Limited, *Financial Analyst*   04/2023 – 03/2024
  - Developed forecasting models for revenue trends and market strategy for Root Cause Analysis.
  - Designed **financial forecasting models** to support budgeting and strategic planning.
  - Performed Data-Driven Decision Making into cost structures and revenue streams.

SKILLS

Microsoft Power BI ｜ Tableau ｜ MS Excel ｜ Python ｜ SQL ｜ Microsoft 365 ｜

Machine Learning ｜ KPI Management ｜ Business Strategy ｜ Analysis and Forecasting ｜

Cross-functional Collaboration ｜ Business Requirements Gathering ｜ Stakeholder Engagement ｜

Process Mapping ｜ Jira ｜ CRM Handling ｜ Data storytelling & presentation ｜ Communication

PROJECT EXPERIENCE

Customer Retention & Engagement Framework, *(SQL, Python and A/B Testing)*
- Built a churn prediction model and A/B testing framework using SQL and Python.
- Delivered dashboards tracking conversion and retention trends across campaigns.

Parle's Supply Chain & Sales Dashboard, *(Power BI)*
- Analyzed logistics data to reduce freight costs and enhance delivery KPIs.
- Provided visual insights for decision-making in sales distribution strategies

Luxury Car Sales Analysis, *(Power BI & Forecasting)*
- Designed an interactive dashboard to track BMW's global sales performance.
- Applied time series forecasting and sales target simulations for strategic planning.

Data Processing & Validation Workflow Optimization, *(Power BI and Jira)*
- Designed a scalable workflow for data cleansing, transformation, and validation.
- Documented the process and improved delivery timelines and client satisfaction.

Rainfall & Agriculture Demand Forecasting, *(ML + Visualization)*
- Predicted rainfall using regression and linked patterns to agricultural supply demands.

Netflix Viewer Rating Analysis, *(Advanced Excel)*
- Cleaned and visualized viewer rating data to derive content performance insights, identifying genre-level engagement trends.

IPL Player Performance Dashboard, *(Power BI)*
- Built a sports analytics tool to support player evaluation and match strategy based on historical performance data.

Client Service Simulation, *(CRM Handling)*
- Simulated handling of customer inquiries, disputes, and account issues.
- Logged cases using spreadsheets and managed a ticketing process for refund scenarios.

CERTIFICATIONS

Google Data Analytics
Coursera

Power BI Expert
Microsoft & LinkedIn

Machine Learning with Generative AI
IIT Jodhpur

Business Analytics & Text Mining
IIT Roorkee

Python Programming
GBS Dubai

JOB SIMULATIONS & VIRTUAL EXPERIENCE

Deloitte Data Analytics Simulation, *Forage*
Executed forensic analysis using Excel for data classification and Tableau for dashboard development. Generated actionable insights to support internal audit and decision-making processes.

Quantium Data Analytics Simulation, *Forage*
Analyzed retail transaction data to derive customer insights and inform pricing strategies. Produced reports and visual summaries to guide strategic business decisions.

Tata Data Visualization Simulation, *Forage*
Designed impactful data visualizations tailored for client meetings. Translated raw data into effective business insights to support decision-making and communication.

LANGUAGES

English | Hindi | Marathi