Prateek Prateek

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Professional Summary

Business Analyst with hands-on experience in data mining, visualization, and project management. Achieved a 20% sales enhancement during internship and a 15% increase in targeted marketing through Power BI insights. Proficient in Python, SQL, Power BI, Tableau, Pandas, and Scikit-Learn, leveraging analytical skills to drive data-driven business decisions.

Work Experience

Work Integrated Learning – Lambton College
September 2025 – December 2025

- Enhanced critical thinking, problem-solving, and professional communication skills through regular interaction with faculty mentors and industry supervisors.
- Utilized project management principles (Agile, Scrum) to plan, execute, and monitor deliverables within a set timeline.
- Analyzed various datasets using Power BI, Canva, and Python to generate insightful reports supporting data-driven decisions.

Customer Service Representative – A&W
May 2024 – Present

- Assessed customer feedback and identified trends to enhance service quality and operational efficiency.
- Created scheduling reports to optimize staff allocation, reducing human resource spending and ensuring team members were assigned at the right times.
- Collaborated with management to improve daily operations through data-driven insights and testing, resulting in more efficient workflows and better customer experiences.

Business Analyst Intern – iNeuron
August 2022 – December 2022

- Evaluated Amazon Sales Data to identify sales trends, customer behaviour, and product performance using Python and data visualization tools, resulting in actionable insights enhancing sales strategies by 20%.
- Developed and integrated KPI metrics reports and dashboards to support data-driven decision-making, refining sales strategies and optimize performance tracking for stakeholders.

Education

Lambton College of Applied Arts and Technology – Ottawa, Canada
January 2026

Graduate certificate in Business Analytics; GPA: 3.5

Coursework Data Mining, Data Visualization, Power BI, Statistics, Project Management, Python, SQL, Sentiment Analysis

University of Delhi – New Delhi, India
May 2023

Bachelor of Science (HONORS) – Computer Science; GPA: 3.35

Volunteering & Leadership

Activity Assistant – Department of Canadian Heritage
July 2024 – July 2024

- Led a team of volunteers in executing activities for 25,000 attendees during the Canada Day celebrations.

Score keeper – Hopehelp
Mooney's Bay beach

- During match keeping an eye on the match and update the scores.New Responsibility

Certifications

Google Digital Marketing and E-commerce – Coursera
October 2025

Data Science – iNeuron
September 2022

Skills

Languages: Python, SQL
Frameworks: Pandas, Numpy, Scikit-Learn, Matplotlib
Analysis & Visualization Tools: Excel, PowerBi, Tableau, MS Excel, Word, Visio, Diagram.net
Platforms: Pycharm, Jupyter Notebook, Visual Studio Code
Database Management Systems: Microsoft SQL Server, Oracle Apex
Soft Skills: Strong Communication Skills, Critical Thinking, Managing Requirements Gathering and Documentation

Projects

Student Spending Analysis and Reporting Using Power BI

- Created five types of visualizations (tables, matrices, funnels, pie charts, and scatter plots) to present total purchases by store location and age groups, revealing insights leading to a 15% increase in targeted marketing strategies.

Analysis of Fuel Economy and Emissions Data

- Merged three datasets from the U.S. Environmental Protection Agency to enrich analysis of fuel economy metrics and vehicle emissions standards, enabling a more comprehensive evaluation of 200+ vehicle models.
- Employed exploratory data analysis techniques to visualize key findings, demonstrating relationships between vehicle attributes and fuel efficiency, contributing to recommendations potentially reducing emissions by 10% for selected vehicles.