

PRATEEK PRATEEK

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EDUCATION

Lambton College of Applied Arts and Technology

Ottawa, Canada

Graduate certificate in Business Analytics; GPA: 3.5

May 2024 - January 2026

Coursework: Data Mining, Data Visualization, Power BI, Statistics, Project Management

University of Delhi

New Delhi, India

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

September 2020 - May 2023

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

WORK EXPERIENCE

Customer Service Representative | A&W

May 2024 - Present

- Mentored new hires at A&W by providing training and support, facilitating acclimatization to roles and enhancing overall team performance.
- Assessed customer feedback and identified trends to enhancements in service quality and operational efficiency.
- Collaborated with management team to improve daily operations by identifying patterns in order volume and adjusting staff allocation.

Business Analyst Intern | iNeuron

August 2022 - December 2022

- Conducted comprehensive data gathering from multiple sources, ensuring data accuracy and completeness for analysis, impacting decision-making across three business units.
- 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.

PROJECTS

Student Spending Analysis and Reporting Using Power BI

- Led a group project to develop an interactive Power BI report analyzing student spending across three major categories (video games, books, and gadgets), impacting over 1,000 students.
- 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.

VOLUNTEER ACTIVITIES

Activity Assistant | Department of Canadian Heritage | Gatineau, Quebec

July 2024 - Present

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