

PRAVESH RANA

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EDUCATION

- MSc. Business Analytics**, University College Dublin Sept 2024 – Aug 2025
Key Modules: Statistics, Python programming, Business decisions & support systems, Technology consulting, Optimization in business
- **Authored research paper** on Storing Healthcare Records Using Blockchain and **presented in a conference**
- B.Tech. Electronics & Communication Engineering**, Bharati Vidyapeeth's College of Engineering Aug 2020 - July 2024
Key Modules: Digital communication, Engineering mathematics, Adhoc Networks, Signals & systems, VLSI design, Microwave engineering
- **Authored research paper** on Leveraging Generative AI For Carbon Footprint Tracking and Food Waste Reduction in Retail Supply Chains

WORK EXPERIENCE

- Donnybrook Fair, Musgrave | Retail Assistant** Sept 2025 - Present
- Analyzed **customer purchase patterns** to introduce an Irish-grown produce shelf, boosting **local product visibility**.
 - Executed an **upselling campaign** through **in-store tastings**, driving a low-demand product to achieve the **highest sales uplift**.
 - Optimized **stock levels and ordering** to **reduce waste**, improve **freshness**, and deliver **efficiencies** with stronger **margin gains**.
- Deloitte | Capstone Project** May 2025 - Aug 2025
- Designed a dual-component solution integrating a **Gen-AI powered web app** for store managers and a **Microsoft Fabric dashboard** for national ESG teams.
 - Implemented **expiry alerts, AI-driven promotions and CO₂ savings calculations** using Python, RFID data and Power BI visualizations.
 - Delivered a system architecture enabling real-time waste analytics, aligning with **Ireland's 2025 sustainability targets**.
- Outlier | AI Model Training Executive** Dec 2024 – Apr 2025
- Contributed as a **freelance AI model trainer at Outlier AI**, enhancing Gen-AI models through prompt engineering and giving feedback.
 - Tested and validated **Python-based model outputs**, providing structured feedback to **optimize performance** and **reduce errors** in Gen-AI systems.
- Shree Construction Company | Business Analyst** Dec 2023 - July 2024
- Conducted data-driven analysis to **optimize construction project costs** and resource allocation, improving efficiency.
 - Managed tender submissions and filed competitive quotations, securing **3 high-value contracts** worth **\$2M+** within a year.
 - Assisted in financial forecasting and budgeting to **enhance project profitability by almost 15%** and cost control.
- Emerzin Media | Analyst Intern** Jul 2023 – Nov 2023
- Designed data visualization dashboards that tracked real-time sales performance against projections, facilitating prompt strategic adjustments that **contributed to surpassing sales goals by 30%**.
 - Revised marketing strategy for e-commerce and digital retailing using targeted **Google Ads**.

PROJECTS - LINK

- Fraud Transactions Identification using Machine Learning
- Instagram Clone Database using SQL
- Cohort Analysis: Customer retention assessment in the e-commerce industry
- SAP Business ByDesign – Project-Based Services Implementation
- US Flights Data Analysis Using Power BI
- Real Estate Data Evolution: PostgreSQL ETL pipeline for property records management at Zipco

SKILLS

- **Technical:** Python (NumPy, Pandas, Scikit-learn, Seaborn), SQL, Statistics, Financial Modeling, ML, ETL Pipelines, Prompt Engineering
- **Tools:** Excel(Power Query, VBA), Power BI (DAX, KPIs, Fabric), SAP, MS Office, PowerApps, Celonis, GitHub, Zapier Ai, Copilot
- **Soft skills:** Teamwork, Attention to detail, Decisive, Flexibility, Critical thinking, Stakeholder Management, Reporting, AGILE
- **Interests:** Powerlifting, Exploring Emerging Technologies, Volunteering, Video editing, Hiking, Reading, AI
- **Certifications:** SAP Business Data Cloud, OCI Generative AI 2025, McKinsey Forward Program, Bloomberg Market Concepts

EXTRA-CURRICULAR

- **Operations Executive** at TEDx: Coordinated a **25-member team** to organize Ted Talk 2023 event.
- **Completed UCD Global Leadership Program**, enhancing leadership, teamwork, and cross-cultural collaboration skills.
- **Mentored 10 students** as a teacher assistant during summer training at Brain Mentors Pvt. Ltd.