

# Prince Kumar

+91 9471443076 / [prince11051999@gmail.com](mailto:prince11051999@gmail.com) /  
/ <http://www.linkedin.com/in/prince-kumar-marketing-data-analytics-business-analytics> |

## ABOUT

---

Aspiring data-driven **PGDM** student , specializing in **Data Analytics**. Proficient in **Excel, Python, SQL, Power BI**, and **data visualization** with strong problem-solving, leadership, and teamwork skills to deliver actionable business insights.

## KEY SKILLS

---

**Technical Skills:** Excel, Python, SQL, Power BI, Power Query, Data Visualization, Advanced MS Excel, ETL.

**Libraries & Developer Tools:** NumPy, Pandas, Matplotlib, Seaborn, Vlookup, Hlookup, Xlookup Jupyter Notebook, Google Colab, SQL Workbench.

**Soft Skills:** Teamwork, Communication, Leadership, Creativity, Client-Focused, Business Growth.

## SUMMER INTERNSHIP

---

**Indian Oil Corporation Ltd. : Market Research Intern (Planning and Business Development)** Jun-July 2024

**PROJECT - India (IOCL) vs China, US & Middle East in African Polymer Markets (PP & PE)** 

- **Objectives & Process of Research:** Analyzed African polymer markets to drive strategic growth, optimize supply chain performance, enhance market entry, and strengthen competitive positioning with sustainable, risk-aware strategies. Conducted advanced market and competitive analytics to deliver actionable insights on trade, supply chain efficiency, and strategic growth opportunities for global markets.
- **Result:** Analyzed IOCL's global performance data, identifying growth opportunities through pricing optimization, logistics efficiency, strategic partnerships, and sustainability-driven market expansion.

## PROJECTS

---

### California Housing Price Prediction:

- Analysed a large dataset to uncover customer preferences, ordering patterns, and seasonal trends.
- **Cleaned** and validated data using **Python, Matplotlib (~90% accuracy improvement)**.
- Growth insights: Enhancing model accuracy by **30%** using real-time data, refining geographic trends by **25%**, and improving feature selection by **40%** for precise predictions.

### Edtech Analysis:

- Developed a comprehensive Edtech Analytics **Dashboard** to identify and address students, teachers and courses attrition.
- **Trend Analysis:** Identified key metrics, improving forecasting accuracy by **25%**.
- Implemented key performance indicators (**KPIs**) to expedite identification of attrition factors (**20% faster**).

## EDUCATION

---

### GL Bajaj Institute of Management and Research

Post Graduate Diploma in Management (PGDM) Marketng & Data Analytics

Greater Noida, Uttar Pradesh

Jun. 2024 – Apr. 2026

### Indira Gandhi National Open University (IGNOU)

Bachelor

Patna, Bihar

July 2018 – Sep 2021

## CERTIFICATIONS

---

**Data Scientist Bootcamp** (Six Months from OdinSchool - 2023) 

**Business Intelligence & Analytics** (NPTEL- 2024) 

**SQL(Basic)** (Hacker Rank - 2023) 

**Python (Basic)** (Hacker Rank - 2023) 

**Power BI Job Simulation** (Forge - 2024) 