PRINCE PRITAM

ACADEMIC PROFILE

PGDM – Business Analytics	73.15 %	Jagdish Sheth School of Management, Bengaluru	2025
B.E – Electrical Engineering	84.00 %	Parala Maharaja Engineering College, Berhampur	2022
Class XII (CBSE)	69.60 %	Sri Chaitanya Techno School, Visakhapatnam	2017
Class X (CBSE)	76.00 %	Kendriya Vidyalaya Sangathan, Sambalpur	2015

AREAS OF STUDY

- Data Management System and Data Engineering, Cloud Computing for Business Values, Big Data Analytics in Cloud, Business Requirement Analysis, Prompt Engineering, Data Visualization, Business Tools, Quantitative Techniques in Management, Data Pre-Processing for Analytics.

WORK EXPERIENCE(S) — 10 Months

VVDN Technologies Pvt Ltd, Bhubaneswar	Radio Frequency Engineer	Jul 2022 - May 2023

- Optimized Bill of Material using **ERP software**, ensuring accurate data entry and updates for over 400+ components per project.
- Executed **JIRA** ticket requests for 2 complex projects, achieving a **95%** on-time resolution rate for both projects.
- Mastered in Cadence and Allegro PCB, completing 4 design projects with a **100%** compliance rate with Industry standards.
- Debugged PCB boards using Xilinx and Tera Term, reducing prototype testing time by 20%.
- Conducted cost-benefit analysis and impact analysis to strategic project planning, resulting in a **15% reduction** in project costs.

INTERNSHIP(S) — 06 Months

VVDN Technologies Pvt Ltd, Bhubaneswar	Trainee Intern	Jan 2022 - Jul 2022

- Engineered and deployed Smart Integration Plug for home automation, capable of measuring electrical power and controlling electrical devices wirelessly.
- Optimized precise control of ON/OFF status, operating range, power consumption, light sensor, and temperature sensor, leading to a 20% improvement in energy efficiency for connected devices.

ACADEMIC PROJECT(S)

Zomato SQL Analysis Project

- Engineered complex SQL queries to analyse customer spending, visit frequency, and purchasing patterns, enhancing understanding of customer behaviour.
- Optimized loyalty rewards analysis by determining points accumulation and evaluating the impact of the gold membership program on customer spending.
- Calculated total expenditures and purchase patterns, identifying high-value customers and informing targeted marketing strategies.
- Ranked and prioritized customer transactions, streamlining data for improved decision-making and strategic planning.

Customer Churn Analysis using Power BI

- Conducted comprehensive customer churn analysis using Power BI, identifying key factors contributing to churn and enhancing customer retention strategies.
- Developed interactive dashboards and visualizations to track customer behaviour and churn rates, facilitating data-driven decision-making for the marketing team.
- Collaborated with peers to integrate customer feedback and churn insights, improving the overall understanding of customer behavior and refining analytical skills.

CERTIFICATIONS

Microsoft Azure Fundamentals	Microsoft	2024
Introduction to PySpark	Datacamp	2024
Data Visualization in Power BI	Datacamp	2024
Introduction to SQL	Datacamp	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Alumni Connect - Analytics Committee** 2024

- Spearheaded the development and execution of alumni engagement initiatives, enhancing relationships through strategically planned events and targeted communication campaigns.
- Leveraged data analysis and feedback to optimize alumni outreach programs, resulting in a 25% increase in alumni participation and engagement.

ACCOMPLISHMENTS

Competitions and Activities

- Awarded **3rd rank** in IIM Bangalore's VISTA Trinity Quest competition.
- Chosen among **319** students for the PGTC level-5 International term exchange program at Rennes School of Business in France.
- Achieved 1st place in **IIT-KGP** inter-college Dance competitions, enhancing team skills through workshops and training sessions.
- Organized the annual cultural fest, leading a team of **34** members and coordinating events for over **2,000+** attendees.

SKILLS

- Python, Excel, Data Visualization (Power BI), SQL, R, PySpark, Azure.