

# Prasun Sen

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[LinkedIn](#) | [Portfolio](#)

## SUMMARY

Results-driven **Senior Data Reporting Analyst** with 3+ years of experience in **data reporting, automation, and dashboard development** across multiple industries. Specializing in **weekly, monthly, and quarterly operational reports**, automation using **VBA, SQL, and AppScripts**, and creating **interactive dashboards** for performance tracking and financial analysis. Proven ability to streamline reporting processes, reducing manual effort by **40%**, and providing **data-driven insights** to support senior management decision-making.

## SKILLS

- Technical Skills:** Excel (Advanced), SQL (Advanced), VBA Macros, Google Apps Script (JavaScript), Power BI (DAX, Power Query), SAP Analytics Cloud, Salesforce CRM, Looker, G-Suite, LinkedIn Sales Navigator.
- Core Skills:** Data Reporting, Process Automation, Business Intelligence, Dashboard Development, Financial & Operational Analysis, ETL & Data Integration.
- Soft Skills:** Stakeholder Management, Problem-Solving, Cross-Functional Collaboration, Attention to Detail, Agile Methodology.

## EXPERIENCE

### Senior Data Reporting Analyst | **Google Operations Centre**

October 2024 – Present | Hyderabad, India

- Designed and automated weekly and quarterly reports** for Operations Managers, tracking **utilization, efforts, and team performance** across multiple business units.
- Built and maintained operational dashboards** in Google's internal reporting tools, leveraging **G-Suite, SQL, and advanced Excel formulas** to create seamless workflows.
- Automated reporting processes** using **Apps Script and JavaScript**, reducing manual work by **40%** and eliminating data errors.
- Developed **financial dashboards** to track **revenue generation per case**, providing actionable insights to stakeholders for **profitability optimization**.
- Analyzed data trends and **implemented reporting enhancements** that improved **operational efficiency by 20%**.
- Provided **ad-hoc reporting support**, responding to **urgent data requests within strict time frames**.
- Contributed to **weekly and monthly newsletters** with **key performance insights** for senior management.

### Data Analyst | **Argano**

August 2022 – September 2024 | Hyderabad, India

- Developed and automated reporting frameworks** for operational and financial teams, **reducing manual reporting efforts by 35%**.
- Led a **data integration project**, extracting **SAP on premise data** into **Snowflake cloud** using **SAP BODS**, improving data accessibility.
- Created **interactive dashboards** in **SAP Analytics Cloud**, tracking **finance and operations KPIs**, which helped **secure a long-term client contract**.
- Implemented **VBA-based automation** to streamline data cleansing processes, **reducing reporting errors by 50%** and earning a **Company Spot Award**.
- Built **AI-powered data visualization dashboards** in **JavaScript**, assisting the GTM team in **targeted marketing initiatives**.
- Collaborated with cross-functional teams** to present **data-backed AI solutions**, enhancing analytical capabilities.

### Data Analyst Intern | **HighRadius Corporation**

June 2021 – July 2022 | Hyderabad, India

- Conducted **in-depth market research and client segmentation**, leading to a **42% increase in marketing-qualified leads**.
- Developed financial analysis dashboards** in **Looker Studio**, simplifying complex data for business leaders.
- Automated **data entry and client record management** in **Salesforce CRM**, improving data accuracy by **30%**.
- Utilized **LinkedIn Sales Navigator** to identify **key decision-makers** for targeted sales initiatives.
- Designed a **proof-of-concept for real-time financial data integration**, pulling Yahoo Finance API data into **Google Sheets**, demonstrating advanced **ETL capabilities**.

## EDUCATION

### Bachelor of Technology in Electronics and Telecommunication

KIIT University | Bhubaneswar, India | 2022 | **GPA: 8.55**

### PCM with Computer Science

DAV Model School | Durgapur, West Bengal | 2018 | **GPA: 8.42**

## CERTIFICATIONS

- Google Data Analytics Certification** | Coursera | 2024