

# PRASUN SEN

Hyderabad, Telangana, India

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## PROFESSIONAL SUMMARY

Strategic and results-driven Data & Business Analytics professional with **4+ years of experience** translating complex datasets into **actionable business insights** across operations, finance, and strategy. Proven track record of **driving automation, building scalable reporting frameworks, and influencing leadership decisions** through advanced analytics and generative AI. Adept at working in **ambiguous, fast-paced environments**, partnering cross-functionally to define problems, design solutions, and deliver measurable business impact.

## CORE SKILLS

### Analytics & Data

SQL (Advanced), Python (Pandas, NumPy), Advanced Excel & Google Sheets, Power BI (DAX, Power Query), Looker / Looker Studio, SAP Analytics Cloud, Big Query (GCP), ETL & Data Pipelines

### Automation & Engineering

Google Apps Script (JavaScript), VBA Macros, Workflow Automation, Data Validation & Quality Frameworks, Generative AI, Prompt Engineering

### Business & Strategy

KPI & OKR Design, Operational & Financial Analytics, Stakeholder Management, Cross-Functional Collaboration, Process Optimization, Executive Reporting & Storytelling

## PROFESSIONAL EXPERIENCE

### Senior Data Reporting Analyst

Google Operations Center | Hyderabad, India

Oct 2024 - Present

- Act as a **strategic thought partner to senior operations leadership**, designing and automating weekly, monthly, and quarterly KPI frameworks covering utilization, performance, and capacity metrics.
- Built and maintained **scalable dashboards and reporting pipelines** using SQL, Google Sheets, and Excel, enabling faster and more accurate business decision-making.
- Developed **financial and productivity dashboards** to track revenue per case and operational efficiency, directly supporting profitability optimization initiatives.
- Automated complex reporting workflows using **Google Apps Script**, reducing manual effort by **40%+** and significantly improving data accuracy and reliability.
- Analysed multi-period trends (weekly, monthly, and quarterly) to identify operational risks and improvement opportunities, contributing to a **20% uplift in process efficiency**.
- Presented concise, executive-ready insights to leadership, driving alignment and informed decision-making across teams.
- Familiar with basic Python scripting for automation and data preprocessing tasks.

### Data Analyst - Associate Consultant

Argano | Hyderabad, India

Aug 2022 - Sep 2024

- Designed and delivered **end-to-end analytics solutions** for finance and operations teams, automating recurring reports and reducing manual reporting efforts by **35%**.
- Played a key role in a **large-scale data migration initiative**, moving SAP on-premise data to Snowflake via ETL pipelines, improving data accessibility and analytical scalability.
- Built interactive dashboards in **SAP Analytics Cloud** to monitor finance and operational KPIs, directly contributing to long-term client engagement and retention.
- Partnered with go-to-market teams to deliver **data-backed analytics and AI visualization demos**, supporting client acquisition and contract renewals.
- Collaborated cross-functionally with data engineering and business stakeholders to ensure data accuracy, consistency, and performance across reporting layers.

### Data Strategy & Operations Intern

HighRadius Corporation | Hyderabad, India

Jun 2021 - Jul 2022

- Conducted in-depth market and customer segmentation analysis, identifying high-value client profiles and contributing to a **42% increase in marketing-qualified leads**.
- Built executive-level financial and sales dashboards using Looker Studio, simplifying complex datasets into clear strategic insights.
- Supported go-to-market strategy by identifying and qualifying decision-makers using LinkedIn Sales Navigator, streamlining the sales pipeline.
- Automated Salesforce CRM data workflows, improving forecasting accuracy and data integrity by **30%**.
- Developed a proof-of-concept real-time data integration pipeline (external financial APIs to Google Sheets), demonstrating advanced ETL and automation capabilities.

## EDUCATION

### Bachelor of Technology - Electronics & Telecommunication

KIIT University, Bhubaneswar | 2022

CGPA: 8.55

### Higher Secondary (PCM with Computer Science)

DAV Model School, Durgapur | 2018

CGPA: 8.42

## CERTIFICATIONS

- Google Data Analytics Certification - Coursera ([Link](#))
- Advanced Data Analytics with Python ([Link](#))
- Google Generative AI Essentials ([Link](#))

## PROJECTS

End-to-End UPI Transaction Analytics & Insights Platform ([Link](#))

- Problem Statement:** Designed a scalable analytics solution to simulate and analyze high-volume UPI transactions, addressing challenges in transaction monitoring, behavioral analysis, and financial insight generation across large user bases.
- Tools & Technologies Used:** Utilized SQL for data modeling and querying, Python for data generation and analysis, and data visualization tools for trend analysis and performance reporting, with version control managed via Git.
- Key Outcomes / Impact:** Enabled structured insights into transaction patterns, user behavior, and volume trends, demonstrating the ability to build enterprise-grade fintech analytics pipelines applicable to real-world banking and payments systems