

Prasun Sen

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📁 <https://rikis3.github.io/Portfolio/>

SUMMARY

Data analyst with 2 years of experience, passionate about unlocking actionable insights from complex data. Proficient in data integration, analysis, and visualization, utilizing advanced Excel, SQL, and VBA macros to automate tasks and enhance data manipulation efficiency. Demonstrated success in collaborating with stakeholders and GTM teams to translate business needs into actionable insights and drive marketing initiatives. Knowledge of working with Python for data manipulation and automation further strengthens analytical capabilities. Eager to contribute to data driven culture and success.

SKILLS

- **Technical Skills:** Excel (Advanced), SQL (Advanced), VBA Macros, ETL Tools, Python (numpy, pandas, Scikit-Learn, Matplotlib), Power BI (DAX Power Query), SAP Analytics Cloud (JavaScripts), Looker, SAP, Azure Data lake, Salesforce CRM, LinkedIn Sales Navigator.
- **Hard Skills:** Data Research: Secondary Reserach, Data Analysis: Data Cleansing, Data Mining, Data Transformation, Data Load; Data Visualization, Data Integration and Migration, Data Warehousing.
- **Soft Skills:** Communication, Problem-Solving, Collaboration, Attention to Detail, Agile Methodology, Support, Flexible.

EXPERIENCE

Data Analyst

Argano

May 2022 – Present, Hyderabad, India

- Worked on a **Data Integration** project (Reporting direct to the client) integrating on-premise SAP systems data to the Snowflake cloud platform using SAP BODS (Business Objects Data Services): Utilized **ETL** (Extract, Transform, Load) tools to efficiently collect, analyze, transform, and develop and schedule data workflows and implemented them in Production system.
- Developed **interactive dashboards using SAP Analytics Cloud** for Operations and Finance teams, leveraging live SAP Connection data. This contribution secured a long-term client contract for Argano.
- Championed innovation by creating a proof-of-concept (POC) for automated data cleansing using **VBA macros in Excel**. This solution streamlined data quality checks, automated tasks, and even facilitated email notifications – awarded a **Company spot award**.
- **Designed** and prepared a **demo dashboard solutions** showcasing Argano's analytical offerings to the GTM (Go-To-Market) team, supporting targeted marketing initiatives, using Java Scripts to make Analytical Advanced Dasboards.
- Collaborated effectively with stakeholders to present **AI-powered solutions**, emphasizing Argano's analytical capabilities and driving successful marketing campaigns and **Documented** various SAP analytical aspects for internal knowledge sharing.

Data Analyst Intern

HighRadius Corporation

June 2022 – July 2022, Hyderabad

- Conducted in-depth **data research** on potential clients, including parent companies, subsidiaries, ERPs, and financial details.
- Analyzed market fit and identified ideal clients for HighRadius solutions through comprehensive financial analysis.
- Increased **marketing qualified leads by 42%** by effectively segmenting potential clients based on market needs, Utilized LinkedIn Sales Navigator to efficiently identify key decision-makers at target companies.
- Managed client data within **Salesforce CRM**, ensuring record accuracy and efficient data maintenance.
- Leveraged **Looker Studio** to create interactive dashboards summarizing complex financial analyses for stakeholders.
- Demonstrated technical proficiency by successfully developing a proof-of-concept (POC) to **integrate real-time financial data** from Yahoo Finance API into Google Sheets.

EDUCATION

BACHELOR OF TECHNOLOGY IN ELECTRONICS AND TELECOMMUNICATION

KIIT University • Bhubaneswar, India • 2022 • 8.55

PCM with Computer Science

DAV Model School • Durgapur , West Bengal • 2018 • 8.42

CERTIFICATIONS

Google Data Analytics Certification

Coursera: Google • 2024
