

# PRASUN SEN

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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