


D. Deva Prasanna Kumar

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 Bangalore, India

Career Objective

Seeking a challenging position that allows me to leverage my analytical skills and experience in data management and reporting. I aim to contribute to organizational growth by being resourceful, innovative, and adaptable in dynamic work environments.

Professional Summary

Results-driven professional with over 6 years of experience in data analysis, MIS reporting, and operational support across leading tech-enabled platforms. Proven ability to manage and interpret large datasets, streamline reporting systems, and support business decision-making through actionable insights. Adept in tools such as SQL, Excel, Power BI, and Google Sheets.

Professional Experience

The Weddings Company (BetterHalf)

Assistant Manager MIS

Jan 2024 – Present | Bangalore, India

Betterhalf is a modern AI-driven matrimony platform revolutionizing the matchmaking experience in India.

Responsibilities:

- Tracking monthly regional growth and GMV (Gross Merchandise Value) across all zones.
 - Managing and updating data across teams and creating dashboards for performance analysis.
 - Creating and sharing detailed MIS reports with the Co-Founder and Directors.
 - Handling vendor payments, tracking margins, and supporting finance operations.
 - Tools Used: Google Sheets, Power BI, MS Excel
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DealShare (Merabo Labs Pvt. Ltd.)

Sales & Operations Analyst

Jan 2021 – Jan 2024 | Bangalore, India

DealShare is a social e-commerce platform targeting value-conscious consumers in Tier 2 and Tier 3 markets.

Responsibilities:

- Managed in-app deals and coordinated with regional teams for sales promotions.
 - Planned and executed promotional campaigns such as “Big Saving Days.”
 - Created app banners and managed inventory planning Pan India.
 - Generated MIS reports and dashboards for leadership review.
 - Extracted and analyzed sales data using SQL and other BI tools.
 - Tools Used: SQL, CleverTap, Power BI, MS Excel
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Udaan (Hive Loop Technology Pvt. Ltd.)

MIS Executive & Catalog Operations

May 2019 – Jan 2021 | Bangalore, India

Udaan is a leading B2B e-commerce platform connecting manufacturers, wholesalers, and retailers.

Responsibilities:

- Delivered daily, weekly, monthly, and quarterly sales reports to regional heads and managers.
 - Managed product catalog operations, including listing IDs and price updates.
 - Performed sales, quality, and client service performance analysis.
 - Developed and maintained comprehensive MIS and dashboards.
 - Used advanced Excel functions and SQL queries for data extraction and analysis.
 - Tools Used: SQL, Google Sheets, MS Excel
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Technical Skills

- **Data Analysis Tools:** Power BI, SQL (Joins, Functions, Queries)
 - **Reporting Tools:** MS Excel (VLOOKUP, HLOOKUP, XLOOKUP, Pivot Tables, SUMIFS, COUNTIFS, Macros)
 - **Communication Tools:** MS PowerPoint
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Educational Qualification

- **B.Com (Computers)** – Acharya Nagarjuna University, Andhra Pradesh
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Personal Details

- **Date of Birth:** 21 July 1992
 - **Father's Name:** D. Subba Rao
 - **Marital Status:** Married
 - **Nationality:** Indian
 - **Languages Known:** English, Telugu, Kannada, Hindi
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Declaration

I hereby declare that the information provided above is true to the best of my knowledge. I am committed to delivering my responsibilities with dedication and integrity.

Place: Bangalore

Signature: *(D. Prasanna Kumar)*