

PRAKHAR YADAV

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EDUCATION

Bachelor of Technology | IIT Roorkee | 2018

PG [Certificate](#) in Management | Global Governance Initiative | 2024

EXPERIENCE

Consultant - Pure India Trust (NGO)

Mar-Aug 2024

- Strategized organisation's social media presence through content revamp and community building.
- Platform agnostic analysis based on Design, Content, Post frequency & Engagement.

Content Research, Dear Truth Media

Oct-Dec 2022

- Prepared biographical profiles of **10 Constituent Assembly members**.
- Researched varied range of topics and prepared relevant data for social media posts.

PORTOFOLIO PROJECTS

Hospitality – Hotel Bookings Data Analysis ([Link](#))

- Analyzed multi-city hotel chain bookings using SQL & Power BI, tracking metrics like Revenue, RevPAR, Occupancy, ADR, DSRN, DURN, DBRN, and Realization.
- Built a dashboard to visualize booking patterns, room utilization, and revenue trends.
- Key Insight: Identified periods of low occupancy despite high ADR, suggesting pricing optimization opportunities.

Cab Service – Ride Data Analysis ([Link](#))

- Processed large-scale cab ride data with SQL queries and created a Power BI dashboard for KPIs.
- Tracked Revenue, Trips, Average Fare, Vehicle Utilization, and Peak Demand Hours.
- Key Insight: Discovered peak rides during weekday evenings and underutilized vehicles in specific zones, suggesting route optimization.

Blinkit – Retail & Inventory Analytics ([Link](#))

- Conducted sales & inventory analysis for Blinkit dataset using SQL + Power BI.
- Designed KPIs such as Est. Quantity Sold, Active Listings, Category Performance, and Inventory Turnover.
- Key Insight: Highlighted fast-moving categories (Fruits & Vegetables) vs. slow-moving ones, enabling inventory optimization.

HR Analytics – Employee Insights Dashboard ([Link](#))

Sales Insights – Company Sales Data Analysis (2017–2020) ([Link](#))

SKILLS

- SQL, MS Excel (Advance), Power BI, Python, Pandas, NumPy, Tableau.
- Root Cause Analysis, Exploratory Data Analysis, Machine Learning, Data Analytics
- Funnel Analysis, Portfolio Performance, Communication, Analytical & Critical Thinking

ADDITIONAL INFORMATION

- Appeared for UPSC Civil Services Examination 5 times.
- 2 Internships in Infrastructure development projects in Madhya Pradesh.
- Lead 2 groups named NSS IIT Roorkee and Unnat Bharat Abhiyan IIT Roorkee.