

# PRAKHAR YADAV

[Website](#) || [prakharyadav7295@gmail.com](mailto:prakharyadav7295@gmail.com) || 8818828188 || New Delhi, India || [LinkedIn](#) || [Github](#)

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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](#))

- Analyzed 8,523 orders worth ₹1.2M to study revenue, item sales, and customer ratings across multiple outlet sizes, locations, and product categories.
- Processed raw order data using SQL (aggregations, joins, filtering) and designed a Power BI dashboard with drill-downs by outlet type, location, size, and item type.
- Key Insights:
  - Supermarket Type1 contributed ~65% of total sales, making it the strongest outlet format.
  - Tier 3 locations generated the highest sales (₹472K), outperforming Tier 1 despite lower visibility.
  - Medium-sized outlets (₹507K) outperformed both small (₹249K) and high-size (₹445K) outlets.

### 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, 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.
- Published a policy [analysis](#) on PM SVANidhi Yojana.