

# 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

### Customer Segmentation Project | Python, Scikit-learn, Pandas ([Link](#))

- Developed an unsupervised **K-Means clustering** model in Python to segment customers based on their annual income and spending scores.
- Utilized the Elbow Method (**WCSS**) to determine that 5 was the optimal number of clusters, ensuring a statistically sound basis for the segmentation.
- Performed data analysis and visualization using Pandas, Matplotlib, and Seaborn to uncover key patterns in customer purchasing behavior.
- Key Insight: The model successfully identified 5 actionable customer personas, providing a clear framework to develop highly targeted strategies and move beyond a one-size-fits-all approach.

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

- Conducted end-to-end analysis of a multi-city hotel chain dataset to evaluate key hospitality KPIs – Revenue, RevPAR, Occupancy, ADR, DSRN, DURN, DBRN, and Realisation %.
- Utilized SQL for data transformation and calculated city-wise and booking-platform KPIs.
- Designed an interactive Power BI dashboard to track occupancy, revenue mix (business vs luxury), cancellation rates, and customer ratings.
- Key Insights:
  - Weekend occupancy (62.6%) outperformed weekdays (55.8%), boosting RevPAR by ~12%.
  - Mumbai hotels generated ~55% of total revenue, led by Atliq Exotica (₹137M).
  - Business bookings (61.5%) dominated over luxury (38.5%), indicating stronger corporate demand.
  - Booking platforms showed similar ADRs (~₹15K) but slight variation in realisation %.

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

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

## SKILLS

- Python- SciKit Learn, Pandas, NumPy; SQL, Power BI.
- Machine Learning, Root Cause Analysis, Exploratory Data Analysis.
- 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.