PRATIK KUMAR

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PROFESSIONAL SUMMARY

- Analytical and business-focused professional with 2.4 years' experience in **B2B lead generation and luxury automobile consultation,** now transitioning into **data science** and **business analytics**.
- Skilled in **Python, SQL, Power BI, Excel, Machine Learning, and Generative AI** with expertise in exploratory data analysis (**EDA**), **data visualisation, and predictive modeling to drive data-driven decision-making.**
- Proven ability to **analyse business requirements**, **develop actionable insights**, and support **strategic recommendations** aligned with organizational objectives.
- Seeking a **Business/Data Analyst Internship** to apply problem-solving skills, structured thinking, and a consulting mindset to deliver measurable business impact.

CORE COMPETENCIES

- Data Cleaning/ Wrangling & POWER BI Visualization
- Business Problem-Solving
- Strategic Decision-Making
- Client & Stakeholder Engagement
- SQL(MYSQL, MSSQL & Postgres) & Database Management
- Business Intelligence & Communication
- Generative AI Applications
- KPI Dashboards & Data Reporting

PROFESSIONAL EXPERIENCE

Luxury Car Consultant, Spinny (Valuedrive Technologies Pvt. Ltd.)   Gurgaon
Jan 2024 — May 2025

- Managed **end-to-end customer lifecycle**, from lead qualification to post-sale engagement, contributing to a **20% increase in repeat business.**
- Conducted **sales performance analysis** and implemented targeted strategies that boosted **monthly sales by 15%.**
- Led **pilot project** with **TATA MOTORS** for pre-owned EV cars launch on online platform, achieving successful and smooth establishment of the process.
- Collaborated with management to optimize sales processes using data insights.

Lead Generation Executive, Salesable India Pvt. Ltd.   Remote
(formerly NeoKinetics India Pvt. Ltd.)
Mar 2023 — Jan 2024

- Orchestrated lead generation through diverse **marketing channels**.
- Spearheaded **project management initiatives** in Healthcare, Logistics, and ITMS sectors.
- Consistently **met MQL and SQL targets,** fostering strong client relationships and increasing new clients **onboarding by 40%**.
- Got appreciation and recognition for overachieving targets before deadline.

English Tele-caller Executive (Freelance), Transverse Solutions Ltd.   New Delhi
Oct 2022 — Feb 2023

- Handled extensive client databases with precision, driving lead generation initiatives.
- Persuaded **international clients** from USA, UK, Canada and New Zealand to attend IHGF Delhi Fair through **impactful invitation pitches.**

- Worked for Client Expobazaar and represented the client in Indian Handicrafts and Gifts Fair (IHGF) conducted by **Export Promotions Council for Handicrafts (EPCH)**
- Partnered with **cross-functional teams** to refine targeting strategies based on data analysis.

QUALIFICATION & CERTIFICATIONS

- **B.Sc** Microbiology, University of North Bengal, 2022
  CGPA - 8.26 , Grade - A
- **Certifications:** Executive Post Graduate Certification in Data Science & Artificial Intelligence from IIT Roorkee, iHub DivyaSampark with Intellipaat. (Ongoing)
  - IBM Python for Data Science **-** Coursera (Ongoing)
  - SQL for Data Analytics **-** Microsoft and Intellipaat
  - Introduction to Power BI for Business Intelligence **-** Microsoft Badge
  - Machine Learning & Generative AI **-** Intellipaat (Ongoing)
  - Introduction to Data Analysis on Google Cloud **-** Infosys Springboard
  - Communication SkillsCommunication Skills **-** Tata Consultancy Services
- **Chinese Mandarin Language Certification**, Hanyou Language Institute New Delhi
    HSK1, HSK2 & TOCFL Band A from (Ministry of Education, ROC-Taiwan)
- **Job Simulation:**
    Deloitte Australia **-** Data Analytics Job Simulation from Forage
    TATA **-** GenAI Powered Data Analytics from Forage (Ongoing)

PROJECT WORKS

- **Customer Churn Prediction (tools used Python, ML) –** Developed a predictive model with 79% accuracy, providing data-driven retention strategies that could reduce churn by estimated 12%.
- **E-Commerce Project** (Jomato Data Analysis) **(tools used EDA, SQL) –** Cleaned data to remove inconsistencies and visualised key metrics such as average delivery time, customer ratings, and restaurant popularity. Found that people rated higher for online orders compared to offline, suggesting optimisation in restaurant listing for online orders.
- **HR Analytics (tools used Python Frameworks) –** On a employee dataset cleaned and optimised it to usable format. Perform various visualisation through different plots using Matplotlip and Seaborn frameworks and found the reasons for employee churn and using optimal problem solving skills, withdrawn possible changes to reduce employee churn.

EXTRA-CURRICULAR ACHIEVEMENTS

- **Founded and led YUVA**, a non-profit organization with **25 members**, organizing donation drives distributing clothes, stationery, footwear, food, and blankets to underprivileged communities during Diwali and got **felicitation from Lions Club Siliguri**
- Awarded Gold Medal in school for a One-Act Play and represented the school in inter-house volleyball tournaments.
- **Appointed Team Lead** during a month-long absence of the official TL, successfully maintaining performance metrics and ensuring smooth team operations.
- Served as **excursion leader** for a school trip to the Sundarban Delta and actively participated in community initiatives, including blood donation camps.