

# PRATHNA BHANUSHALI

(628)-226-5365 | [prathnabhanushali2001@gmail.com](mailto:prathnabhanushali2001@gmail.com) | [LinkedIn](#) | Massachusetts

## EDUCATION

### University of Massachusetts Amherst

Massachusetts

Master of Science, Business Analytics

Candidate – May 2026

Courses: Business Intelligence, Python for Data Science, Data Mining, Project Management, Data Visualization, Advanced Financial Technologies, Machine Learning, Supply Chain Analytics, Artificial Intelligence

### University of Mumbai (Bhavans College)

Mumbai, India

Bachelor of Commerce, Accounting and Finance (GPA – 3.92/4)

April 2022

## WORK EXPERIENCE

### Financial Analyst

Daman, India

Prathna Packaging

April 2023 – August 2024

- Designed 6+ interactive Power BI and Tableau dashboards, improving KPI tracking and reducing monthly reporting time by 30%.
- Designed and optimized automated ETL pipelines in BigQuery and Azure, centralizing data workflows and cutting manual data preparation time by 30%.
- Led a team of 5 analysts to streamline and standardize data workflows and reporting systems, improving cross-functional reporting efficiency by 20%.
- Executed data validation and reconciliation across Oracle ERP systems to ensure data accuracy and consistency for monthly performance reviews.
- Built 10+ forecasting models in Excel using pivot tables, INDEX-MATCH, VLOOKUP, and scenario analysis, driving data-driven decisions and improving forecast accuracy by 20%.

### Business Analyst

Daman, India

Unique Marketing

April 2022- March 2023

- Designed and deployed Tableau dashboards to track sales performance and operational metrics, reducing manual reporting time by 15% and enabling faster decision-making across teams.
- Restructured data models to integrate multi-source sales, marketing and supply chain data, enhancing scalability, query performance and reporting speed by 20%.
- Extracted and transformed multi-source data using SQL, to support executive-level of sales reporting, standardizing metrics and improving data accessibility for leadership insights.
- Conducted root cause and trend analysis on sales performance and process bottlenecks, leading to a 10% improvement in sales outcomes.
- Leveraged SQL and Tableau to integrate marketing, sales, and supply data, uncovering performance gaps and driving process improvements that boosted operational efficiency by 12%.

### Accounting and Taxation Intern

Valsad, India

Vaibhav Saraf & Co. (Chartered Accountant)

August 2020 - October 2021

- Facilitated statutory and internal audits, prepared financial statements in QuickBooks and Oracle, and conducted data reconciliation using advanced Excel functions (SUMIFS, VLOOKUP, pivot tables).

## PROJECT EXPERIENCE

### Sales Analytics Portfolio Project

- Designed an automated sales analytics dashboard integrating multi-source data (CRM, transactions, inventory) with interactive Power BI visualizations and drill-down capabilities, enabling stakeholders to track revenue trends, customer segments, and product performance across regions in real-time.
- Created a comprehensive data dictionary standardizing 50+ sales metrics and KPIs to improve cross-functional data literacy; automated ETL workflows using Python and SQL to refresh dashboards daily, reducing manual reporting effort by 40%.

### Heart Disease Prediction Project

- Analyzed patient health data and identified key predictors (age, cholesterol, resting heart rate) using Python, improving model interpretability for healthcare decision-making.
- Engineered and evaluated classification models (Logistic Regression, Random Forest, KNN) in scikit-learn, achieving 85%+ accuracy; visualized insights with matplotlib and seaborn for stakeholder presentations.

### Excel Dashboard Project – Best U.S. Cities for Students

- Integrated and cleaned data from 5+ sources; developed Excel and Power BI dashboards ranking cities by student-focused metrics.
- Automated calculations using pivot tables, macros, and conditional formatting to support real-time analysis.

## SKILLS

- **Data and Visualization:** Power BI, Tableau, Excel, (Pivot Tables, Macros, Scenario Modeling)
- **Programming and Data Tools:** SQL (Querying, Data Manipulation), Python (Pandas, scikit-learn), Microsoft Azure, Big Query, Excel (Pivot Tables, Macros, VLOOKUP, Financial Modeling), Oracle, R
- **Business Operations & Project Management:** FP&A, Budgeting, Cost Optimization, Process Improvement, KPI Reporting
- **Project Management:** Agile Methodologies, Continuous Improvement (Kaizen), Data Governance, Strategic Planning