

PRATHNA BHANUSHALI

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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