PRAYANSH MAHESHWARI

BUSINESS ANALYST II

CONTACT DETAILS

Phone: 7597724810
Email: prayansh26@gmail.com
LinkedIn: https://www.linkedin.com/in/prayansh-maheshwari-59ba6395

SKILLS

Technology - SQL, MS Excel, Python, Databricks
Visualization - Tableau, Web tool development
Statistics - Probability, Distributions, Statistical Significance, Hypothesis Testing
Interpersonal Skills - Team leading, Critical thinking, Business communication, Story boarding, Data Analysis, Problem solving Ability

EDUCATION

- **Nirma University, ITNU**
  - B.Tech in Electronics and Communication
  - Scored - 7.61 CGPA
- **DAV School, Ajmer**
  - CBSE - Higher Secondary
  - Scored - 94%
- **Mayoor School, Ajmer**
  - CBSE - Senior Secondary
  - Scored - 9.8 CGPA

ACHIVEMENTS

Spot Award
Great job done at re-wiring the RMP application components to make it presentable in a short turnaround time. Helping out your teammates around the technical difficulties was commendable.

PROFILE SUMMARY

Business/Data Analyst with 3 years of experience in providing data-driven solutions to complex business problems. I create an impact by guiding scalable solutions that reduce time to insights and provide reliable solutions to the decision-makers

WORK HISTORY

Chegg
Business Analyst II (July 2020 - Present)

- **Earnings Automation**
  - Automated the entire Quarterly Earnings process from the ground up using Databricks and created a Tableau Dashboard for visualization
  - This resulted in a two-week (40%) time savings for the entire team.
- **School Penetration Dashboard**
  - The scope of this project was to track Chegg users' school penetration percentage to identify focus areas and take appropriate action.
  - Product and marketing teams can now make more informed decisions.
  - This resulted in a 3% increase in the customer base of low-performing schools.

Mu Sigma
Trainee Decision Scientist (June 2018 - May 2020)

- **Infotainment Head Unit - User Engagement Dashboard**
  - The aim of this project was to track user engagement in order to curate or customize the programs available and detect every deployment issue
  - Worked on SQL(Hive) to extract and process client data and derived useful insights to be included in Dashboard (Tableau)
  - Built a dashboard which enabled Product, Marketing and Customer Experience Team to take data-driven decision together
- **Customer Churn Management - Offer prioritization**
  - Implemented classification offer prioritization model to identify customer's propensity towards buying an offer and providing insights for different segments of customers based on their behaviour
  - This resulted in a decrease in churn rate by ~2%
  - In addition, it helped the client realize that customers can be saved at a higher-priced offer. $3M annualized revenue was realized from the project
- **Order Fulfillment - Request Management Portal**
  - The aim of this project was to build a Report Management Tool which will decrease the manual interventions by creating a web application tool
  - This resulted in saving 15 hrs. of work per week for 3 admin users. The tool is also utilized by 2000+ users.

INTERESTS AND EXPERIENCES

- **Mentored a group of four inductees** to guide them through problem space journey and provide actionable feedback for their skills enhancement
- **Volunteered in M.A.D(Make a Difference) -** Non-profit organization, working to ensure better outcomes for children in orphanages and shelters across India
- **Other interests -** Cricket, Football, Adventure Sports and Painting