

Prasang Jain

Data Analyst

+91-8269041386 | mejainprasang43@gmail.com | LinkedIn | GitHub | Portfolio | Mandsaur, India

PROFESSIONAL SUMMARY

Data Analyst with hands-on experience in SQL, Python, and Power BI, specializing in KPI reporting, customer analytics, and performance optimization. Skilled in exploratory data analysis, dashboard development, and translating structured datasets into actionable business insights that support data-driven decision-making.

EXPERIENCE

Technology Intern – Data Analytics

Jun 2025 – Jul 2025

Deloitte

India

- Analyzed structured datasets using advanced SQL queries (joins, aggregations, subqueries) to support enterprise reporting and KPI monitoring.
- Improved reporting query performance by approximately 25% through optimization and indexing strategies.
- Executed data cleaning, validation, and reconciliation processes to ensure reporting accuracy across systems.
- Developed Python-based workflows to automate KPI calculations and structured analytical reporting.
- Collaborated with cross-functional teams to resolve data discrepancies and enhance reporting reliability.

PROJECTS

Customer Intelligence & Retention System | Python, Scikit-Learn, Power BI

GitHub

- Engineered **RFM (Recency, Frequency, Monetary)** features to quantify customer purchasing behavior.
- Developed a **K-Means clustering model** to segment customers into high-value, at-risk, and dormant cohorts.
- Built a **Random Forest churn prediction model** evaluated using precision, recall, F1-score, and ROC-AUC metrics.
- Created an executive-level **Power BI dashboard** to monitor churn rate, revenue contribution, and customer segment KPIs.
- Identified revenue concentration trends and behavioral risk drivers to support customer retention strategy.

Sales Demand Forecasting | Python, ARIMA, Time Series Analysis

GitHub

- Performed **time-series analysis** on historical sales data to forecast 30-day demand trends.
- Implemented **ARIMA (5,1,0)** forecasting model and evaluated accuracy using MAE and RMSE metrics.
- Applied seasonal decomposition to analyze trend, seasonality, and residual demand components.
- Generated data-driven demand insights to support inventory planning and operational optimization.

Retail Sales Analysis Using SQL | SQL, MySQL

GitHub

- Created and optimized complex **SQL queries (joins, window functions, aggregations)** for retail database analysis.
- Derived key **business KPIs** including monthly revenue growth, product performance, and customer purchase trends.
- Analyzed peak sales periods and high-value customer segments to enable strategic data-driven decision-making.

TECHNICAL SKILLS

Languages: SQL, Python

Analytics: EDA, Data Cleaning, KPI Analysis, Feature Engineering, Statistical Analysis

BI & Visualization: Power BI, DAX

Libraries: Pandas, NumPy, Scikit-Learn

Concepts: Customer Segmentation, Time Series Forecasting, Churn Prediction, Data Modeling

ACHIEVEMENTS & CERTIFICATIONS

- Completed AWS Academy Cloud Architecting certification.
- HackerRank Certified in SQL and Problem Solving.
- Solved 300+ Data Structures & Algorithms problems demonstrating strong analytical reasoning.
- Developed multiple end-to-end analytics solutions including forecasting and churn prediction systems.

EDUCATION

B.Tech – Computer Science & Engineering

2020 – 2024

Acropolis Institute of Technology and Research, Indore

CGPA: 8.33 / 10