

# Prasang Jain

Data Analyst

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## PROFESSIONAL SUMMARY

Data Analyst with expertise in data modeling, predictive analytics, and KPI-driven reporting. Experienced in leveraging SQL, Python, and machine learning techniques to deliver customer segmentation, churn prediction, and demand forecasting solutions. Adept at translating analytical findings into executive-level dashboards and actionable strategic recommendations.

## EXPERIENCE

### Technology Intern – Data Analytics

Jun 2025 – Jul 2025

Deloitte

India

- Analyzed structured datasets using advanced SQL queries (joins, aggregations, subqueries) to support business reporting.
- Optimized reporting queries improving performance by approximately 25%.
- Performed data cleaning and validation ensuring accuracy across multiple reporting systems.
- Assisted in building Python-based data workflows for KPI calculations and structured analysis.
- Collaborated with cross-functional teams to resolve reporting discrepancies and improve data reliability.

## PROJECTS

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

GitHub

- Engineered **RFM (Recency, Frequency, Monetary)** features to quantify customer purchasing behavior.
- Applied **K-Means clustering** to segment customers into strategic cohorts (high-value, at-risk, dormant).
- Developed a **Random Forest churn prediction model** to identify key behavioral risk drivers.
- Designed an executive-level **Power BI dashboard** highlighting churn rate, revenue contribution, and segment insights.
- Delivered actionable insights to support **customer retention strategy and revenue optimization**.

### Sales Demand Forecasting | Python, ARIMA, Time Series Analysis

GitHub

- Conducted **time-series analysis** on historical sales data to forecast 30-day demand trends.
- Implemented **ARIMA (5,1,0)** model and evaluated performance using **MAE and RMSE**.
- Performed **seasonal decomposition** to isolate trend and weekly demand patterns.
- Generated forward-looking insights to support **inventory planning and demand optimization**.

### Retail Sales Analysis Using SQL | SQL, MySQL

GitHub

- Designed and queried structured retail database using **advanced SQL (joins, window functions, aggregations)**.
- Derived critical **business KPIs** including monthly revenue, category performance, and customer trends.
- Identified peak sales periods and high-value segments to enable **data-driven decision-making**.

## TECHNICAL SKILLS

**Programming & Query Languages:** SQL, Python, Java (Basic)

**Data Analysis & Modeling:** EDA, Data Cleaning, Feature Engineering, KPI Analysis, Statistical Analysis, Customer Segmentation (RFM), Time Series Forecasting (ARIMA), Churn Prediction

**Visualization & BI:** Power BI, DAX (Basics), Dashboard Development, Data Storytelling

**Libraries & Tools:** Pandas, NumPy, Scikit-Learn, Statsmodels

**Databases:** MySQL

**Concepts:** Data Validation, Data Modeling, Business Metrics, Performance Analysis, Relational Databases

## ACHIEVEMENTS & CERTIFICATIONS

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

## EDUCATION

### B.Tech – Computer Science & Engineering

Acropolis Institute of Technology and Research, Indore

2020 – 2024

CGPA: 8.33 / 10