

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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	
<ul style="list-style-type: none">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	
<ul style="list-style-type: none">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