PRITHVI JAYAPRAKASH

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OBJECTIVE

Business Process Analyst with 2+ years of experience in Wipro and Gallagher, seeking full time in Business Analyst, Data Analyst, Finance Analyst roles.

EDUCATION

Master of Science, Northumbria University   Expected 2025

Relevant Coursework: Machine Learning and Visualization, Finance and Investment, Business Intelligence, Data Analytics, Project Management, and Marketing Strategies. Collaborated with 21 classmates on an engineering project, developing a data-driven solution that improved efficiency by 12.003% in simulated business operations. Enhanced data analysis skills using Microsoft Excel and Power BI, contributing to a 19.78% improvement in reporting accuracy for coursework projects and presentations.

Bachelor of Business Administration, Bangalore University   2018 - 2021

SKILLS

Technical Skills   SQL, Power BI, Excel, Tableau, and IT systems for data analysis and reporting.

Soft Skills   Critical-thinking, Decision-Making, Effective Verbal and Written communication, Leadership.

EXPERIENCE

Business Process Analyst   Mar 2024 - Nov 2024

GCOE - Gallagher COE   *India, Karnataka*

- Analyzed financial data for community coursework projects, preparing 12 reports that contributed to improved decision-making processes by 20.19%.

- Enhanced compliance with health and safety standards during coursework projects, ensuring adherence to specified requirements and improving project outcomes by 9.07%.

- Collaborated with 8 colleagues on a community-focused project, enhancing engagement and communication skills while driving a 15% increase in local participation.

Business Process Associate 2   Apr 2023 - Mar 2024

Wipro.ltd   *India, Karnataka*

- Enhanced operational workflows and site management processes during a group project, achieving a 9% reduction in compliance issues through collaborative efforts with colleagues.

- Collaborated with statutory bodies on a project, ensuring compliance with regulations and enhancing project outcomes by 12% through effective communication and stakeholder engagement.
- Enhanced data analysis skills by preparing 23 application reports using SQL and Power BI, contributing to a 12.5% increase in reporting accuracy for coursework projects and presentations.
- Developed a course project utilizing IT systems to enhance data reporting accuracy by 7% through the integration of analytical tools and software.
- Analyzed survey data for a group project, leading to actionable insights that improved project outcomes by 3%

Process Analyst   Apr 2022 - Mar 2023

Wipro.ltd   *India, Karnataka*
- Assisted in the development of project plans and timelines while collaborating with colleagues on 12 coursework projects, enhancing project management skills and team coordination.
- Updated communication strategies for project presentations, enhancing clarity in conveying complex data insights to stakeholders by 21%.
- Enhanced data reporting accuracy by 2.9% through meticulous record-keeping and analysis in coursework projects, utilizing Excel and Power BI.

PROJECTS

Walmart Sales Analysis: (Tableau) (Link)
- Developed an interactive Tableau dashboard to analyze sales trends, profitability, and performance across different regions and product categories.
- Utilized parameters and calculated fields to enable dynamic year-over-year growth analysis and identify key drivers of revenue.
- Visualized insights to inform strategic inventory planning and optimize regional sales strategies, highlighting top-performing segments.

Nikes Sales Analysis in India. (Tableau) (Link)
- Designed a Tableau dashboard to dissect sales data by product type, region, and sales channel, identifying top-selling categories and underperforming markets.
- Implemented advanced filters and conditional formatting to provide a clear view of sales targets vs. actuals and profit margins.
- Delivered actionable insights that could support marketing strategy and inventory allocation decisions to maximize ROI.

HR Data analytics dashboard. (Tableau) (Link)
- Built a comprehensive Tableau dashboard to track recruitment metrics, including time-to-fill, source effectiveness, and candidate pipeline health.
- Analyzed key HR data points like department-wise headcount, attrition rates, and diversity metrics to support talent management strategy.
- Provided data-driven recommendations to improve hiring efficiency and reduce recruitment costs by optimizing high-performing channels

Coffee Shop Sales Analysis using SQL. (Link)

- Performed end-to-end sales and revenue analysis using SQL on transactional data to identify top-performing products, store locations, and revenue trends, enabling data-driven business decisions.
- Developed and optimized complex SQL queries involving aggregations, groupings, and time-based calculations to extract actionable insights such as peak sales hours and product category performance.
- Delivered actionable business intelligence by calculating revenue contributions, average transaction values, and product performance metrics to support strategic planning and operational improvements.

Nike India retails V/S online store sales Analysis using SQL. (Link)

- Performed comprehensive data quality and validation to ensure integrity of sales data, identifying and rectifying inconsistencies that impacted revenue reporting and regional analysis.
- Conducted profitability analysis across product lines, sales channels, and demographics, pinpointing top-performing categories and opportunities for margin improvement.
- Generated actionable business insights by analyzing discount efficacy, sales trends, and regional performance to inform strategic decision-making and optimize revenue.

Flight Data Analysis using SQL. (Link)

- Conducted customer churn and loyalty analysis to identify churn rates, high-value customers, and price sensitivity across different frequent flyer tiers, providing insights for retention strategies.
- Performed route profitability and operational analysis by evaluating profitability, punctuality, and demand across routes to identify top-performing and underperforming flights.
- Assessed competitive pricing strategy by comparing ticket prices against competitors and analyzing the relationship between price positioning and customer demand to inform revenue optimization.

DeepseekAI V/S ChatGPT Comparison Analysis using SQL. (Link)

- Performed comparative analysis of AI platforms (DeepSeek vs. ChatGPT) by evaluating key performance metrics including response speed, accuracy, user ratings, and session duration to determine competitive strengths and weaknesses.
- Conducted user behavior and churn analysis to identify engagement patterns, preferred topics and devices, and retention rates across different regions and languages, providing insights into user satisfaction and platform loyalty.
- Delivered data-driven recommendations by analyzing query types, multilingual support, and customer support interactions to identify opportunities for improving user experience and operational efficiency.

EXTRA-CURRICULAR ACTIVITIES

- Event Lead – University Convocation 2025 — Stakeholder and logistics management, Operational Manager.

- Founder – Painting and Book Club: Promoting creativity and productivity through art and reading.

- Team Collaboration – Strategic group presentations, Agile SCRUM simulations, stakeholder workshops

- Team Lead - Class Representative for the Group 7 class of the University, And a representative of the Student's Union.

LEADERSHIP

- Directed end-to-end planning and execution of the university convocation as the Operational Manager. Coordinated logistics, stakeholder engagement, and cross-functional teams, ensuring a seamless experience for over 300 attendees. Delivered results under tight deadlines while managing risk and vendor alignment.