**PRITHVI JAYAPRAKASH**

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# PROFESSIONAL SUMMARY

Business Process Analyst with 2+ years of experience specializing in transforming complex datasets into actionable insights for financial and operational improvement. Expertise in GA4, SQL, Power BI, Excel, Statistics and Tableau to enhance reporting accuracy by up to 20%, streamline workflows, and ensure regulatory compliance. Proven ability to drive data-driven decision-making, achieving a 12% improvement in project outcomes and identifying key cost-saving opportunities.

# EXPERIENCE

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| **Business Process Analyst** | Mar 2024 - Nov 2024 |
| GCOE - Gallagher COE | *India, Karnataka* |

* Analyzed financial datasets for key projects, developing 12 comprehensive Power BI reports that improved decision-making processes by 20% and identified significant cost-saving opportunities.
* Enhanced project compliance with health and safety standards by 9% through meticulous data validation and process auditing, mitigating risk and ensuring full regulatory adherence.
* Led a cross-functional team of 8 on a community project, increasing local participation by 15% through improved stakeholder communication and engagement strategies.

# Business Process Associate 2 Apr 2023 - Mar 2024

Wipro. Ltd *India, Karnataka*

* Developed 23 automated application reports using SQL and Power BI, increasing reporting accuracy by 12.5% and enabling data-driven strategic planning for key projects.
* Optimized operational workflows through proactive collaboration, achieving a 9% reduction in compliance issues and enhancing project outcomes by 12%.
* Leveraged IT systems and analytical tools to enhance data reporting accuracy by 7%, supporting more reliable business intelligence for leadership.

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| **Process Analyst** | Apr 2022 - Mar 2023 |
| Wipro. Ltd | *India, Karnataka* |

* Redesigned presentation strategies for complex data insights, improving clarity in stakeholder communications by 21% and facilitating faster, more informed decision-making.
* Enhanced data reporting accuracy by 2.9% through meticulous data cleaning, validation, and visualization in Excel and Power BI.
* Supported the development of project plans and timelines for 12 coursework projects, enhancing team coordination and on-time delivery.

# EDUCATION

**Master of Science**, Northumbria University 2025 Jan – 2026 Jan(Expected)

**Bachelor of Business Administration**, Bangalore University 2018 - 2021

# SKILLS

**Technical**: SQL, Power BI, Tableau, Excel, AWS, Data Validation & Cleaning, Data Visualization, Statistics, Financial Reporting, Program Management, Google Analytics 4 (GA4).

**Soft** **Skills**: Critical Thinking, Stakeholder Management, Decision-Making, Effective Communication, Leadership.

# PROJECTS

# Walmart Sales Analysis: (Tableau) ([Link](https://public.tableau.com/shared/G5WSP7RFZ?:display_count=n&:origin=viz_share_link))

* Problem: Needed to identify sales trends and top-performing regions/categories to inform inventory and sales strategy.
* Action: Built an interactive Tableau dashboard with parameters and calculated fields for dynamic YoY growth analysis.
* Result: Delivered clear visual insights on profitability and performance, enabling optimized regional sales strategies.

**Nikes Sales Analysis in India. (Tableau) (**[**Link**](https://public.tableau.com/views/NikeSoldtooLessinIndia_Letsseewhy/NikeSalesDashboard?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_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**](https://public.tableau.com/views/PrithviJayaprakash-HRAnalyticsDashboard/HRAnalyticsDashboard?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)**)**

* Problem: Lack of a unified view of recruitment metrics and talent data to optimize hiring efficiency and reduce costs.
* Action: Designed a comprehensive Tableau dashboard to track time-to-fill, source effectiveness, and attrition rates.
* Result: Provided data-driven recommendations to improve hiring efficiency by optimizing high-performing channels.

**Coffee Shop Sales Analysis using SQL. (**[**Link**](https://github.com/jay9483/SQL-Projects/blob/main/COFFEE_STORE_SCRIPTS.sql)**)**

* Problem: Required insights into top-performing products, store locations, and revenue trends to drive operational improvements.
* Action: Performed end-to-end analysis by developing complex SQL queries for aggregations, groupings, and time-based calculations.
* Result: Extracted actionable business intelligence on peak sales hours and product performance to support strategic planning.

**Nike India retails V/S online store sales Analysis using SQL. (**[**Link**](https://github.com/jay9483/SQL-Projects/blob/main/Nike_sales_analysis.sql)**)**

* 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**](https://github.com/jay9483/SQL-Projects/blob/main/Flight_data_analysis.sql)**)**

* 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.

**Deepseek AI V/S ChatGPT Comparison Analysis using SQL. (**[**Link**](https://github.com/jay9483/SQL-Projects/blob/main/Deepseek_vs_chatgpt_analysis.sql)**)**

* 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

# Operational Manager, University Convocation 2025: Directed end-to-end planning and execution, coordinating logistics and stakeholder engagement for a seamless experience for 300+ attendees.

# Founder, Painting and Book Club: Promoted creativity and productivity through community engagement.

# Class & Student Union Representative: Led Group 7 class and represented the student body, honing leadership and collaboration skills