**PRITHVI JAYAPRAKASH**

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# OBJECTIVE

Business Process Analyst with over 2 years of experience at leading global firms like Wipro and Gallagher, specializing in optimizing operational workflows and enhancing system efficiency. Proficient in leveraging SQL, data visualization tools, and requirement-gathering techniques to translate business needs into actionable solutions and data-driven insights. Demonstrated expertise in process modeling, gap analysis, and cross-functional collaboration to drive cost reduction and improve process accuracy. Seeking a full-time Business Analyst, Data Analyst, or Financial Analyst role to apply analytical and problem-solving skills to deliver measurable business impact.

# 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, PowerBI, Excel, Tableau, Statistics, AWS.

**Soft Skills** Critical-thinking, Decision-Making, Effective Verbal and Written communication, Leadership, Requirement elicitation, Process Modeling, Finance, Stakeholder management.

# EXPERIENCE

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

* Analyzed financial data for coursework projects, preparing 12 reports that contributed to improved decision-making processes by 20.19%.
* Enhanced communication skills by preparing 129 email reports for project updates, effectively engaging stakeholders and ensuring clarity in team collaborations.
* Enhanced understanding of commercial strategies through coursework in Marketing Strategies, applying theoretical frameworks to analyze market trends and improve business outcomes by 12%.

# Business Process Associate 2 Apr 2023 - Mar 2024

Wipro.ltd *India, Karnataka*

* Analyzed and moderated an average of 800-1,000 pieces of user-generated content daily (images, videos, text) against community guidelines.
* Maintained a 95%+ accuracy rate on content classification and action decisions across 20,000+ monthly decisions.
* Identified and escalated 100+ critical priority incidents per month following strict safety protocols.
* Consistently met >98% of daily productivity targets for over 22 months.
* Reduced average case handling time by 15% through mastery of internal tools and processes.
* Authored 5+ knowledge base articles on emerging content trends, used to train a team of 50+ moderators.

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

* Participated in 100+ hours of calibration sessions to ensure consistent policy application across the global team.
* Processed 200,000+ content queues over the tenure with a quality assurance rating exceeding 97%.
* Flagged 5,000+ items for deeper review by specialized security and threat assessment teams.
* Mentored 3 new hires, reducing their ramp-up time to full productivity by 25%.
* Achieved Top Performer status for 6 consecutive quarters based on quality and productivity metrics.
* Contributed to a 10% reduction in user appeals for a specific content category by improving categorization accuracy

# PROJECTS

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

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

* 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**](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.

**DeepseekAI V/S ChatGPT Comparision 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

• 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.