

# Prashant Kumar

## Data Analyst

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### Education

**Bachelors of Technology**, MANIPAL INSTITUTE OF TECHNOLOGY, MANIPAL [🔗](#) 2020  
Manipal, India

### Professional Experience

- Race Engineering Work Placement**, *Racing Promotions Pvt. Ltd.* [🔗](#) 08/2024 – 11/2024  
Chennai, India
- Worked at the 2024 season of Indian F4 Championship pits. Initially assigned to Bangalore Speedsters team, I prepped cars #45, #55, and #5 by marking tires, setting pressures, and inspecting damages. Diagnosed and fixed car #45's camera and data logger issue, ensuring uninterrupted footage. Supported data extraction from Marelli ECUs, learning engine diagnostics. Assisted Jaden Pariat, Divy Nandan and Abhay Mohan to clinch multiple race victories and podiums throughout the season.
- Data Analyst [Programmatic / Social]**, *Publicis Groupe* [🔗](#) 04/2023 – present  
Bengaluru, India
- Assigned to Anheuser-Busch InBev US Brand team, managing \$5M+ campaigns on Meta, Snapchat, and Pinterest. Improved CPM by 11% and VCR by 20% through performance analysis. Built dashboards delivering actionable insights to POCs. Streamlined billing via Prisma, achieving 98% invoice accuracy and reconciling spends 20% faster. Validated spends against ad platforms for precise budget allocation.
- Senior Business Analyst [Advanced Analytics]**, *Merkle Sokrati* [🔗](#) 08/2022 – 03/2023  
Pune, India
- Promoted to Advanced Analytics, collaborating with clients to build hypotheses and analyze data via Ads Data Hub, integrating GMP ad data with site and CRM insights. Automated data workflows, cutting processing time by 30%. Created dashboards, enabling marketing decisions 20% faster. Pitched analytics solutions, driving client adoption and improving ROI. Delivered actionable insights from complex datasets.
- Business Analyst [Programmatic Trader]**, *Merkle Sokrati* [🔗](#) 12/2020 – 07/2022  
Pune, India
- Managed StarHub campaigns via Google Campaign Manager and DV360, delivering end-to-end execution with 100% on-time launches. Defined KPIs and conducted post-campaign analysis, boosting ROI. Optimized creative assets, reducing adjustment time by 30%. Resolved delivery discrepancies, ensuring 98% billing accuracy. Presented insights within two days of campaign completion, enhancing strategic outcomes.
- Intern**, *Tata Steel* 06/2017 – 07/2017  
Jamshedpur, India
- Developed an “Augmented Reality-based Plant Maintenance and Safety System” using single board computers, creating a web server for real-time safety equipment monitoring. Improved maintenance efficiency by 25% and reduced equipment downtime by 15%. Enabled employees to check equipment status remotely, enhancing workplace safety and compliance with industry standards. Delivered a scalable, cost-effective solution.

## Projects

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### **Indian Formula 4 Telemetry Analysis Webapp**, <https://indianf4championship.com>

A unique webapp that helped the race engineers working in the pits of the Indian Formula 4 Racing Championship to analyze and compare the performance of each car and driver faster. This website is being hosted on Azure Cloud using Docker images. The dashboard is being generated using a python library called “plotly”. The frontend has been created using html\css\javascript.

### **Formula 1 telemetry analysis webapp**

Another telemetry analysis app, but this time it's the Formula 1 drivers that we can compare. I am using FastF1 API to cache data and then present it using “matplotlib” python library in a separate window.

### **Outcome Prediction on F1 races using Machine Learning**

The objective was to predict the finishing position of driver or a constructor in the next race using race data that can be accessed using the FastF1 API. The features that are currently being used are qualifying positions, previous race results, circuit characteristics, weather conditions, driver and constructor standings. This is a work in progress and will be adding in sentiment analysis next.