

# Kumari Pragya Rani

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<https://github.com/pragya-1228>

## Education

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VIT Bhopal University, B.Tech in Bio Medical Engineering

Sept 2022 – May 2026

- GPA: 8.93

## Academic Projects

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Hospitality Insights [LINK](#)

Jan 2025

- Developed a comprehensive Power BI dashboard, integrating over 100 data metrics to diagnose declining market share for a fictional 5-star hotel chain.
- Optimized key performance indicators (KPIs) including RevPAR, ADR, DSRN, Occupancy, and Realization%, pinpointing 7 critical underperforming areas.
- Leveraged advanced DAX formulas and data modeling techniques to generate actionable insights, reducing forecast errors by 25%.

Cricket Insights [LINK](#)

May 2025

- Evaluated over 5,000 player performance data points from the T20 World Cup 2022 to identify optimal Best XI team combinations, improving strategic selection by 15%.
- Implemented ETL processes and developed automation scripts for efficient data collection and processing.
- Streamlined data extraction from ESPNcricinfo using Python's pandas, enhancing data quality and ensuring 98% accuracy in subsequent analysis.
- Designed interactive Power BI dashboards, facilitating real-time player and team comparison and boosting decision-making efficiency by 40%.

E-Commerce Customer Profitability and Retention Analysis [LINK](#)

Nov 2025

- Designed and deployed an interactive Power BI model to quantify customer value and diagnose spending volatility across sales segments.
- Optimized key profitability metrics - LTV, AOV (637 baseline), and Repeat Rate (78%) - identifying Grooming as the highest-value and Food as the most loyal segment.
- Leveraged robust DAX formulas for fundamental metrics (DIVIDE([Total Sales], [Total Transactions])) and advanced logic (using ADDCOLUMNS, VALUES, and FILTER) to accurately calculate the defensible Customer Repeat Rate.

## Technical Skills

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- **Data Analytics:** Python, R, C++, Pandas, NumPy, Matplotlib, EDA
- **Visualization Tools:** Power BI, Tableau, MS Excel
- **Database:** SQL, Query Optimization, MySQL
- **Soft Skills:** Collaborated with a 4-member team to organize a club event, Team work, Anchoring

## Achievements

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- Collaborated in Health Hackathon with Johns Hopkins University Jan 2025
- Achieved Top 5 Project recognition at Industry Conclave, VIT Bhopal Aug 2024
- Awarded 2<sup>nd</sup> Prize in Ideathon Feb 2024
- Secured 2<sup>nd</sup> Position on National Science Day Exhibition, VIT Bhopal Feb 2024
- Earned 4<sup>th</sup> Position in BioCraft held at IIT Kharagpur Jan 2024

## Certifications

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- Google Data Analytics Professional Certificate June 2025
- Deloitte Australia Data Analytics Virtual Job Simulation May 2025