# PRANAB DASH

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## PERSONAL STATEMENT

Driven by a customer-centric mindset, I leverage advanced Data Science strategies to align analytics initiatives with organizational objectives, driving measurable outcomes. A dynamic, multi-tasking professional, I excel at leading data-focused teams across diverse sectors to foster sustainable growth and innovation.

## EDUCATION

**University of Birmingham**                                                    **September 2023 - December 2024**
*Master's, Business Analytics (A STEM-Certified Program)*

**Christ University**                                                                        **June 2020 - June 2023**
*Bachelor's, Business Administration and Analytics*

## PROFESSIONAL EXPERIENCE

**University of Birmingham**                                      **Birmingham, England, United Kingdom**
*Consultant – Analytics*                                                              *June 2024 - September 2024*
- Developed machine learning models that achieved 73% accuracy in predicting member attendance and retention within the first 90 days, which enhanced the Sports Centre's retention strategies.
- Analyzed over 15,000 member records, including gym/class attendance, demographic data, and membership details, utilizing Python, Power BI, and advanced machine learning techniques such as CatBoost and K-Means.
- Identified key factors influencing retention, determining that price level contributed 65% to retention predictions and informing targeted strategies projected to reduce churn by 15%.
- Designed and implemented an intuitive real-time prediction interface with Streamlit, allowing non-technical staff to input essential member details and receive instant predictions, which resulted in a 20% improvement in engagement efforts.

**Globtier Infotech**                                                                          **New Delhi, DL, India**
*BI Analyst Intern*                                                                          *June 2023 - September 2023*
- Developed three advanced Power BI dashboards for JCB India, analyzing over 50,000 data points, which identified critical operational inefficiencies and minimized resource allocation errors.
- Provided comprehensive performance analytics that led to a 20% improvement in workflow efficiency, enabling JCB India to make data-driven decisions for better resource management.
- Streamlined data visualization techniques, cutting down reporting time by 30%, which allowed the executive team to swiftly identify key trends and make well-informed decisions.

**Ezerx Heal tech Pvt Ltd**                                                              **Bhubaneswar, OR, India**
*Business Analyst Intern*                                                                        *May 2022 - July 2022*
- Designed and deployed six interactive dashboards in Power BI that visualized essential health metrics for over 3,000 patient records, with a focus on anemia and pregnancy-related conditions.
- Integrated fully automated real-time data feeds to facilitate continuous updates, which addressed data integrity challenges by identifying and rectifying erroneous entries, thereby enhancing the accuracy of health data analysis.
- Led the complete dashboard development lifecycle, resulting in a 25% boost in data processing speeds and increased user engagement.
- Conducted comprehensive validation tests on the data, which improved the quality of health analytics and reduced discrepancies by 20%, ensuring alignment with strategic health objectives.

## VOLUNTEER EXPERIENCE

**Christ University**                                                                            **Bengaluru, KA, India**
*Department head*                                                                                  *May 2022 - May 2022*
- Led the marketing team to plan and execute comprehensive campaigns for the IMPERIO Business Fest, which boosted event visibility and significantly increased participant engagement through creative strategies.
- Mentored and guided a team of marketing students, imparting essential skills in campaign management and fostering collaborative problem-solving, which contributed to the seamless execution of a multi-domain event.

- Enhanced the event's overall impact by implementing innovative marketing techniques, leading to higher participation and greater engagement across multiple event activities.

## CORE COMPETENCIES

Data Science & Analytics, Machine Learning & Predictive Modeling, Exploratory Data Analysis & Statistical Analysis, Data Visualization (Power BI, Tableau, Qlik Sense), Data Automation & Integration, Business Intelligence & Technology Consulting, Strategic Planning & Implementation, Stakeholder Communication.

## SKILLS

- **Languages & Tools:** R, Python, SQL, VLOOKUP, Pivot Tables, Looker, Dashboards, Tableau, Power BI, Qlik Sense.
- **Machine Learning Frameworks:** Scikit-learn, CatBoost, K-Means Clustering, pandas, TensorFlow, NumPy, Seaborn, SparkML, decision tree, randomforest, Regression.
- **Cloud & Platforms:** AWS, Microsoft Azure, Streamlit, Gradio.

## CERTIFICATIONS

Social Media Data Analytics (University of Washington), Data Visualization in Power BI, AWS Cloud Technology and Services, Understanding Prompt Engineering, Implementing AI Solutions in Business, Brand Management: Aligning Business, Brand, and Behaviour (University of London), Foundations of Project Management (Google), Fundamentals of Digital Marketing (Google), Introduction to Azure, Intermediate ChatGPT.