

# PRANJAL SHUKLA

Barcelona, Spain ♦ +34 662464903 ♦ pranjals hukla23@gmail.com ♦ [LinkedIn](#) ♦ [GitHub](#) ♦ [Portfolio](#)

## PROFESSIONAL SUMMARY

Dynamic Computer Engineering graduate with expertise in Python programming, data analysis, and statistical modeling. Proficient in using libraries like Pandas, NumPy, Matplotlib, and Seaborn for data visualization and analysis. Experienced in database management, exploratory data analysis, and building scalable scripts. Skilled in data-driven decision-making, market research, and presenting insights to stakeholders. Strong problem-solving abilities and effective communication skills. Eager to leverage data to drive business success and innovation.

## CORE QUALIFICATIONS

- **Software Development:** Proficient in designing and implementing robust front-end and back-end components using the Django framework and the MERN stack, enhancing user experience while aligning with strategic business objectives.
- **Data Analysis:** Skilled in analysing complex data sets using Python (Pandas, NumPy) and statistical methods to derive actionable insights. Proficient in data visualization (Matplotlib, Seaborn, Plotly, PowerBI) to inform product strategies and drive business performance.
- **Product Management:** Experienced in overseeing the entire product lifecycle, from ideation to execution, focusing on optimizing user experience and aligning product features with business goals.
- **Strategy Development:** Adept at formulating and executing effective strategies for product development, market penetration, and user engagement to enhance overall product success.

## SKILLS

- **Programming Languages:** HTML/CSS | JavaScript | Python | SQL
- **Technologies / Frameworks:** Django | React.js | Next.js | Express.js | AWS | Git | Linux | Docker | Kubernetes | MongoDB | PostgreSQL | MySQL | Pandas | NumPy | Matplotlib | Seaborn | Plotly | PowerBI | Jira | Confluence | Excel | Google Analytics
- **Statistics and Data Analysis:** Exploratory Data Analysis | Hypothesis Testing | Descriptive Statistics | Inferential Statistics | Correlation and Regression Analysis | Probability Distributions | Data Visualization

## EDUCATION

**Masters in Product Management, Harbour.Space University, Barcelona, ES, 03/2024 - Current**  
**Postgraduate Diploma in Software Development (Blockchain), IIIT Bangalore, GPA: 3.6/4, Mumbai, IN, 10/2020 - 11/2021**  
**Bachelor of Engineering in Computer Science, University of Mumbai, GPA: 3.45/4, Mumbai, IN, 08/2017 - 10/2021**

## WORK HISTORY

### Python Developer Intern, Live Data Solutions

Barcelona, ES

11/2024 – Current

- Python and SQL to automate data extraction from large databases, reducing processing time by 30% and enabling faster, data-driven decision-making.
- Developed and optimized data processing pipelines using Python, Pandas, and SQL for large-scale marketing campaigns, ensuring compliance with opt-in criteria and accurate exclusions.
- Created interactive Power BI reports to visualize key campaign metrics, resulting in a 20% improvement in real-time decision-making and a 15% increase in overall campaign efficiency.
- Processed over 10 million records for targeted marketing campaigns, applying demographic segmentation, exclusions, and filters to ensure accurate audience targeting and campaign effectiveness.
- Configured user accounts (e.g., Google Workspace), managed technical queries, and created documentation, resulting in a 25% reduction in repetitive support requests.
- Built RESTful APIs with Python's FastAPI framework, improving data retrieval speed by 30%. Created a real-time CRM system using Django, increasing user efficiency by 50%.

### Associate Software Engineer, Betaflux Consulting Pvt. Ltd.

Mumbai, IN

01/2023 - 03/2024

- Spearheaded the development of web and mobile applications, leading to a 30% reduction in page loading times and a 20% increase in user engagement.
- Conducted comprehensive code inspections on server-side applications, identifying and implementing speed optimization measures that resulted in a 60% enhancement of overall system performance.
- Enhanced product speed and performance by 25-40% through strategic optimization initiatives, refined code efficiency, and optimized resource utilization.

### Full-Stack Developer, Web3Werx

Mumbai, IN

09/2021 - 12/2022

- Instrumental in the software engineering team, successfully delivering 5 innovative backend features, significantly enhancing the application's functionality and user experience.
- Spearheaded the backend development, masterfully creating RESTful APIs with sophisticated frameworks, achieving a remarkable 30% increase in system responsiveness and operational efficiency.
- Pioneered the design and execution of over 7 user interfaces for cutting-edge blockchain-based applications (DApps), directly contributing to a 20% surge in customer acquisition.

## PROJECTS AND CASE STUDIES

### BUT Corporate Marketing Data Enrichment and Compliance Project

Barcelona, ES

15/2024 - 24/2024

- **Processed Large-Scale Datasets:** Consolidated and cleaned 17 CSV files of non opt-in BUT clients into a single dataset with over 5.9 million records, ensuring data integrity and accuracy.
- **Data Cleaning and Deduplication:** Processed full client databases (18-75 years old) to exclude blacklisted entries and excluded over 8,400 duplicate email entries
- **Complex Data Matching:** Used Python and SQL to enrich datasets by matching records based on email, SMS, and personal identifiers (name, birthdate) to fill missing information and validate opt-in statuses.
- **Generated Campaign Datasets:** Delivered matched and filtered datasets for email and SMS campaigns, reducing the dataset size to 3.7 million records for optimal targeting.
- **Encrypted and Shared Data Securely:** Applied SHA256 encryption to sensitive client data for secure sharing with external partners like Sirdata

### Puddle eCommerce Marketplace

Barcelona, ES

11/2024 - 12/2024

- **E-commerce Development:** Built a full-stack marketplace platform using Django and Tailwind CSS, allowing users to browse, buy, and sell products seamlessly.
- **Dashboard Functionality:** Created a user dashboard with tools for managing listed products and tracking conversations through an integrated inbox system.
- **User Engagement:** Developed a real-time chat system to facilitate buyer-seller communication, enhancing transactional efficiency and user experience.
- **GitHub Repository:** <https://github.com/pranjals hukla23/puddle-marketplace>

## CERTIFICATIONS

- **Product Management Certification, Duke Corporate Education, 02/2024**
- **Google Analytics (GA4) Essential Training, LinkedIn Learning, 09/ 2023**