PRASENJIT DAS

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PROFILE STATEMENT

Results-driven Business Intelligence and Analytics Specialist with over 4 years of experience in turning raw data into actionable business insights within banking, e-commerce, and enterprise sectors. Skilled in leveraging Descriptive, Diagnostic, and Prescriptive analytics to drive strategic growth, maximize product performance, and enhance customer life cycles.

EXPERIENCE

Associate Manager, Data Analytics & Engineering   Mar 2023 – Present
BRAC Bank PLC   *Dhaka, Bangladesh*
- Designed and launched an automated **Campaign Management & CLM Tool** that streamlines the Customer Life Cycle reward process. Enabled the Propositions team to launch targeted campaigns with **near-realtime settlement** that directly support Customer Value Management initiatives.
- **Integrated Oracle Data Integrator (ODI)** to replace the legacy system, streamlining data integration from multiple sources into a central warehouse. It ensures **30% faster data availability for daily management reporting and strategic analysis**.
- Designed dynamic Power BI dashboards with **business storytelling** elements for senior leadership, implementing **rule-based security (RLS) to ensure strict data governance and role-specific access**. Automated KPI tracking that reduces manual reporting time by 25% and enables real-time visibility into business performance.

Business Intelligence Analyst   Dec 2022 – Mar 2023
Foodpanda Bangladesh   *Dhaka, Bangladesh*
- Delivered interactive, drill-down **Tableau visualizations** that reduced reporting turnaround from hours to minutes.
- Partnered with cross-functional teams to **define KPIs** and deliver scalable, self-service Tableau dashboards powered by BigQuery, enabling **real-time performance tracking** and data-driven decision-making.
- Conducted deep-dive analysis of high-volume order and campaign data to uncover actionable trends, optimize promotional spend, and improve targeting, resulting in a **15% uplift in campaign ROI** across key segments.

Senior Software Engineer   Oct 2022 – Dec 2022
Kovair Software   *Dhaka, Bangladesh*
- **Led end-to-end development** of *Raspberry ERP* for supply-chain operations. Gained a deep understanding of corporate inventory and audit data flows, which is transferable to analyzing corporate client health and trade finance requirements.
- Designed **backend data workflows, Data Models and RESTful APIs** to enable real-time inventory tracking, audit trail generation, and seamless integration with ERP modules, enhancing operational accuracy and system reliability.

Software Engineer   May 2021 – Sep 2022
Kovair Software   *Dhaka, Bangladesh*
- **Optimized ETL workflows** using MS SQL Server and SSIS, **reducing batch run time by 30%** and enhancing reliability of reconciliation and compliance reporting through robust data validation and error handling.
- **Built custom T-SQL stored procedures and tuned queries for faster access** to inventory, audit, and forecasting datasets; developed role-specific dashboards for reconciliation, compliance, and dispatch planning.

TECHNICAL SKILLS

- **BI and Visualization:** Tableau, Power BI, Google Data Studio
- **Data Engineering:** Data Modeling, SQL (T-SQL, PL/SQL, BigQuery), ETL/ELT (ODI, SSIS, Airflow, Spark)
- **Analytics and Modeling:** Statistical Analysis, Predictive Modeling, Business Storytelling, Descriptive & Diagnostic Analytics, Customer Life Cycle Management (CLM), Campaign Analysis, Root Cause Analysis, Churn Analysis
- **Collaboration and Leadership:** Stakeholder Engagement, Cross-Functional Teamwork, Agile Delivery
- **Domain Knowledge:** E-commerce, Banking, Supply Chain

EDUCATION

BRAC University   Dhaka, Bangladesh
Master of Science in Computer Science, CGPA: 3.85 (thesis defense due)   *2025*

BRAC University   Dhaka, Bangladesh
Bachelor of Science in Computer Science, CGPA: 3.69   *2020*

AWARDS AND ACHIEVEMENTS

2nd Runners-up at Robi Datathon 2.0   Aug 2022
- Competition to solve business problems using Big Data, Machine Learning, and Data Science tools and techniques.

Certification on Fundamental IT Engineer Examination   Apr 2022
- A benchmark for assessing IT knowledge and competencies by Information-technology Promotion Agency (IPA), Japan.

2nd Runners-up at - BUET Robo Carnival   Jan 2019
- Project: Able - A complete learning solution for visually impaired people

ONLINE COURSES AND CERTIFICATION

- *Introduction to Apache Airflow in Python – DataCamp –* **Link** • *Google Data Analytics (8 Courses) – Coursera –* **Link**
- *Introduction to Big Data and Hadoop – BdREN –* **Link** • *Deep Learning Specialization (8 Courses) – Coursera –* **Link**