

# Prashant Jha

Lead Marketing Scientist @ Yum! Brands.

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I have 4.6 years of experience in Data Warehousing, Market Mix Modelling, Develop and Testing of ETL jobs, Data Analysis, Data Mart, Dashboard using Power BI / SAS VA, Spend Analytics, Customer Analytics and Data Analytics (Predictive) Using Python and SAS. Also has experience in Development and Testing of MMM Models to predict the Sales. Deep Understanding in SAS AML Solution dataflow and data models. I have used the machine learning Algorithms to turn the data into actionable insights, analyze the data for trends, Patterns and data interpretation.

## WORK EXPERIENCE

### Lead Marketing Scientist Yum Brands!

09/2021 - Present

- My primary role involves designing, implementing, and interpreting regression models that estimate the impact of various marketing channels, such as TV, digital, print, and outdoor advertising, on sales and revenue.
- In addition to Market Mix Modelling, I also specialize in Market Basket Analysis and Customer Segmentation. Using these techniques, I analyze consumer transaction data to identify patterns and insights about customer behavior and preferences.

Tools Used : Excel, Python, Predictive Analytics, Statistical Data Analysis, Regression Models

### Sr. Data Analyst Techieaze Consultancy Services

01/2021 - 08/2021

- ETL Design and development to load the data into SAS Core
- Develop and test the 13 new AML 7.1 scenarios as per business logic
- Development and Testing of more than 80 new CDD rules as per business logic

Tools Used : SAS DI, SAS SMC, SAS EG, SAS AML, SAS CDD, SAS Viya, Python

### Data Analyst Techieaze Consultancy Services

10/2020 - 12/2020

- Developed a Data Mart to find the intermediate Accounts involve in the Fraud within given date.
- Developed Sankey diagram to visualize the flow of transaction between two or more fraudulent accounts, Using Power BI / SAS Viya
- Developing around 15-20 interactive Dashboards as per Client requirement in SAS VA using SAS Viya Platform

Tools Used : SAS Data Studio, Power BI, SAS Viya, Excel, Python

### Data Management/Analysis/ AML 7.1, Abu Dhabi (Onsite/Offshore)

#### Techieaze Consultancy Services

09/2018 - 09/2020

- Developed ETL for data cleansing and loading the data in Core
- Developed SAS macro to generate the data reconciliation report

Tools Used : SAS EG, Base, AML

## EDUCATION

### Master of Computer Applications ITS Ghaziabad UP

07/2017 - 04/2019

Passing Percentage 78%

### Bachelor of Computer Applications ITS Ghaziabad UP

08/2014 - 05/2017

Passing Percentage 82%

## SKILLS

Data Management

Data Analysis

Data Analytics

Power BI

SAS Viya

Regression

Classification

SAS Fraud

SAS AML

SAS CDD

Statistics

Excel

## CERTIFICATION

### Analytics Using SAS (2021)

- From Great Learning

### Machine Learning With Python (2021)

- From Great Learning

## TRAINING

### SAS Training (08/2018 - 01/2019)

SAS Base, SAS EG, SAS DI, SAS AML

### SAS (Analytics) (02/2019 - 03/2019)

Created a SAS Model to do the churn prediction for a telecom company

### Python Training (08/2019 - 09/2019)

Python for data Analytics (Pandas, Numpy)

### Alteryx Training (10/2020 - 11/2020)

Created ETL's to load the data into DWH, Created Predictive models as the part of Training

### Apache Airflow (11/2020 - 12/2020)

Learn how Apache Airflow can help to orchestrate the ETL flow and Machine learning Model

## LANGUAGES

### SAS Base

Professional Working Proficiency

### SQL

Full Professional Proficiency

### Python

Professional Working Proficiency

### R

Elementary Proficiency

## INTERESTS

Sports

Movies