PRATIKSHA THAKKAR

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SUMMARY

A self-driven person with strong analytical and problem-solving skills with a proven track record of developing scalable and efficient solutions by working in an **Agile** environment using various tools such as **Python**, **SQL**, **R**, **Salesforce**, **MS-Excel,** and **JIRA**.

EDUCATION

Mercer University – Master's, Statistics & Business Analytics -Atlanta (GA) - GPA: 4.0   **August 2023 - December 2024**

Relevant Courses: Data Mining, Data visualization, Python/R, SQL, Statistics, Marketing, Management Analysis, Data-Driven Decision Making, Econometrics, Finance, Accounting

Certifications: Business Analysis & Process Management, Diploma in MySQL & Statistics for Data Analysis, Diploma in Project Management, MBA MATH

SKILLS & INTERESTS

PROGRAMMING LANGUAGES:	Python**,** R**,** HTML, CSS, XML
DATABASE:	SQL, PostgreSQL
TOOLS/TECHNOLOGIES:	Tableau, PowerBI, Airflow, OpenAI, Salesforce, MS Excel, MS Word, Jira, Confluence PowerPoint, Spark, Figma, MIRO, SharePoint, CMS
LIBRARIES:	NumPy, Pandas, Matplotlib, Tensorflow, Pytorch, NLTK, SciPy, Scikit learn
PROJECT MANAGEMENT SKILLS:	Requirement Gathering, Analysis, Client Communication, Scheduling, SDLC Resource Planning, Collaborative, Leadership Experience, Problem Solving, Business Development, Sales Management, Business Management, Microsoft Office, Data Analytics, Business Analysis, Strategy, Market Research, Project Management, Innovation, Decision making, Analytical thinking.

PROFESSIONAL EXPERIENCE

Urbania   **Mumbai, India**
Sr. Strategy Analyst   March 2022 - Jan 2023
- Generated business revenue worth 10 million USD through channel sales and forecasting leading to 18% increase in revenue.
- Designed and implemented strategic business plans to expand the company's customer base and presence.
- Presented demos to the target audience and to our enterprise customers as per customer needs.
- Presented sales, revenue and expense reports and realistic forecasts to the management team using tools such as Salesforce and Excel for customer centric /quota planning and management.

Guardians   **Mumbai, India**
Data Analyst   October 2019 - March 2022
- Implemented the overall strategy, operations, and technical scope of new business opportunities with customers.
- Collaborated with business partners and development teams to collect information and perform research and analysis of the commercial and residential real estate industry in SQL.
- Managed about 15 clients at the same time and developed and maintained statistical data used to measure current company products, which included developing reports, querying databases, and providing in-depth analysis.
- Identified key metrics that are needed on a daily, weekly, and monthly basis and created different dashboards in Tableau.

Kesar Creatives   **Mumbai, India**
Business Analyst   August 2018 - September 2019
- Performed Stakeholder analysis and market analysis and developed use cases and user stories.
- Established business processes and performed Data Analysis using SQL on the data obtained from different data sets.
- Worked in an Agile environment and assisted the lead business analyst in defining configuration specifications and business analysis requirements for our clients.

Kesar Creatives   **Mumbai, India**
Technical Consultant   July 2017 - July 2018
- Helped increase the execution productivity of our start-up by 7% by creating project plans in Excel and analyzing data using SQL and performed advanced analytics using various statistical models like regression and decision trees.
- Managed clients through the entire Implementation Lifecycle from Requirement Gathering to going Live in production.
- Created technical documentation, acted as a bridge between Sales, Professional Services and Product teams.

PROJECTS

Medical Insurance Premium Cost Prediction   Jan 2024 – Present
Fetched data from the Testbed and used SQL, Python libraries like Pandas, NumPy & Matplotlib to gather data, clean data, analyze and project data in Power Bi. Used multiple regression machine learning algorithm to predict the premium insurance cost.

Georgia Crime Analysis   Aug 2023 – Dec 2023
Fetched Data from National incident- based reporting system, scraped and cleaned data to perform analysis on it using ML Algo. Used Airflow, Python & Tableau Prep Builder.