

PRAYAG PUROHIT

Data Analyst / Business Analyst

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I am a curiosity driven data analyst with a background in Finance and Economics, supported by 2 postgraduate diplomas in Analytics. With 1 year of business intelligence experience at a start-up organization, and 5+ self-driven projects, I am proficient in SQL, Python, and data visualization tools. My technical and non-technical skills paired with my strong appetite for learning make me an asset for data analysis roles.

Technical Skills: SQL | Python | Power BI | Tableau | Advanced Excel | Git | VBA | R programming | AWS Cloud (CPP certified)

Non-technical Skills: Critical and Quantitative Thinking | Requirement Gathering | Storytelling | Report writing | Collaboration

Education

HUMBER COLLEGE - Toronto	
Graduate Certificate in Business Insights and Analytics	Apr 2025
AHMEDABAD UNIVERSITY - India	
Bachelor's in Business (Dual Major: Finance and Economics)	Apr 2021

Projects

SPENDING TRACKER | Skills: Python for finetuning LLM model & ETL | MS-SQL for data warehousing (SSIS & SSMS) | Power BI for dashboarding | Git

Developed an end-to-end Personal Intelligence pipeline leveraging a pre-trained language model to categorize bank transactions into 21 categories. The pipeline includes automated data extraction, categorization with a fine-tuned model, data warehousing, and a dashboard for high-level cash-flow and spending insights. Performance was validated using a chi-square test on unseen data, demonstrating a 15% improvement over a leading online service provider.

FITNESS INSIGHTS HUB | Skills: Power BI | REST APIs | Building ETL pipelines | Python | KPI Definition | Postman | JavaScript | Git

Engineered an ETL pipeline and dynamic dashboard, integrating data from 4 apps using APIs. Leveraging Power BI for data processing and modelling, I crafted key performance metrics and designed a comprehensive fitness insight dashboard. The dashboard acts as an insight hub for all my needs as a data-driven fitness progress observation.

Work Experience

BUSINESS INTELLIGENCE ASSOCIATE – ONLINE PSB LOANS – INDIA	Aug 2022 – Aug 2023
<ul style="list-style-type: none">Partnered with key stakeholders to design consumer insights dashboards and presentations that empower data-driven decision-making. Products included online platforms for long-term and short-term debt solutions.Led cross-functional collaboration with Tableau developers, database engineers, and product teams to gather requirements, resulting in high-impact consumer insights <u>dashboards that reduced support issues by 30%</u>.Initiated efficiency-improvement projects, such as developing VBA scripts that automated processes and <u>reduced manual efforts by 60%</u>.Facilitated regular meetings with database and dashboard developers to ensure data integrity in ETL pipelines, supporting stakeholder needs.	

Additional Experience

Security Guard / Concierge (Part-time) – First Service Residential – Toronto	Dec 2023 – Present
Student Advisory Committee member – Humber College - Toronto	Sep 2024 – Present
Data Analytics Volunteer – CatchaFire - USA	Jul 2024- Present
Code Reviewer (Part-time) – Scale AI (through Remotasks) – Toronto (Remote)	Oct 2023 –Jan 2024
Writing Feedback Specialist (Part-time) – Studiosity – Toronto (Remote)	Sep 2024 – Dec 2024