PRAYAG PUROHIT

Data Analyst / Business Analyst

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Portfolio Website | LinkedIn | Medium
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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 FinTech organization. With 5+ personal projects, I am proficient in SQL, Python, and data visualization tools. My technical and non-technical skills paired with my business understanding make me an asset for any data analysis roles.

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

Soft Skills: Critical and Quantitative Thinking | Requirement Gathering | Presenting | Report writing

Work Experience

BUSINESS INTELLIGENCE ASSOCIATE – ONLINE PSB LOANS – INDIA   Aug 2022 – Aug 2023

- Led cross-functional collaboration with Tableau developers, database engineers, and product teams to gather requirements, resulting in high-impact consumer insights dashboards that reduced support issues by 30%.
- Initiated efficiency-improvement projects, such as developing VBA scripts that automated processes and reduced manual efforts by 60%.
- Partnered with key stakeholders to design consumer insights dashboards and presentations that empower data-driven decision-making.
- Facilitated regular meetings with database and dashboard developers to ensure data integrity in ETL pipelines, supporting stakeholder needs.

Projects

SPENDING TRACKER ↗
Skills: Python for finetuning ML 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 distinct 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 | Postman | Git | Building ETL pipelines | Python | KPI Definition

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.

Education

HUMBER COLLEGE - Toronto
Graduate Certificate in Business Insights and Analytics   Apr 2025

AHMEDABAD UNIVERSITY — India
Bachelor's in Business (Finance And Economics)   Apr 2021

Additional Experience

Student Advisory Committee member – Humber College - Toronto   Sep 2024 – Present

Data Analytics Volunteer – CatchaFire - USA   Jun 2024- Present

Student Peer Mentor – Humber College - Toronto   Jan 2024 – May 2024

Code Reviewer (Part-time) – Scale AI (through Remotasks) – Remote   Oct 2023 –Jan 2024