Prayag Purohit

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Summary

Detail-oriented data analyst with a Finance and Economics background, supported by two postgraduate diplomas in Analytics. Offers a year of experience in data analysis and brings in 6 independent projects. Proficient in using advanced technologies to deliver actionable insights and presenting stories with data.

Skills

Technical Skills: Tableau | SQL | Python | Advanced MS Excel | MS Office | VBA | Statistics | Power BI

Soft Skills: Analytical thinking | Requirement gathering | Problem Solving | Collaboration | Communication | Storytelling

Education

Humber Institute of Technology & Advanced Learning — Toronto, Canada
Post Graduate in Business Insights and Analytics — Expected: Aug 2025

Ahmedabad University — Ahmedabad, India
Bachelor's in Business (Dual major: Finance and Economics) — Graduated: Aug 2021

Work Experience

Data Analyst (Freelance) – Bondi Water Controls – Toronto, Canada — Dec 2024 – Present

- Enhanced an existing Python dashboard by refactoring hard-coded components, resulting in a 15% improvement in dashboard initialization times and 60% reduction in maintenance workflows, streamlining overall operations.
- Partnered with the founder to design and implement a new KPI framework that delivered actionable business insights, leading to a reduction in water consumption and generating over $2000 in cost savings for clients.
- Analyzed business problems and priorities, developing ad-hoc analytics and automation solutions to address key operational challenges and improve efficiency.

Data Analyst – OPLinnovate Pvt Ltd – Ahmedabad, India — Aug 2022 – Mar 2023

- Collaborated with cross-functional teams in a fast-paced environment to analyze large datasets with Tableau, SQL and MS Excel.
- Initiated efficiency improvements by learning VBA and developing scripts, reducing manual efforts by 60% within 4 days.
- Produced monthly operational KPI reports, interpreting consumer behavior and data trends to guide promotional strategies, driving a 5% month-over-month increase in consumer acquisition.

Project Experience

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

Developed an end-to-end *Intelligence* pipeline leveraging a pre-trained language model to categorize transaction data into 21 categories. The pipeline includes automated data extraction, categorization with a fine-tuned machine learning model, a data warehouse, and a dashboard for actionable insights. Performance was validated using a chi-square test on unseen data, demonstrating a 15% improvement over a leading online service provider (Wallet by Budgetbakers).

Fitness Insights Hub
Skills: Power BI | Power Query | Building ETL pipelines | Python | KPI definition | Git | Data cleaning | Data modeling

Engineered an ETL pipeline and dynamic dashboard, integrating data from 4 apps using APIs and creating a data model. Leveraging Power BI for data processing and modelling, I developed key performance indicators and designed a comprehensive fitness insight dashboard.

Leadership and Volunteer Experience

Data Analytics Volunteer – Catchafire – USA (Remote)   Sep 2024 – Present

- Provided data consultation services to three organizations in the USA, addressing issues related to data collection and operational efficiency.
- Assisted by answering queries and participating in consultation calls to offer tailored guidance, helping them save over 1000$.
- Collaborated with stakeholders to define problem statements, break down challenges, and propose actionable solutions.

Student Advisory Committee member – Humber College – Toronto   Sep 2024 – Dec 2024

- Actively participated in regular meetings to discuss student concerns and initiatives.
- Collaborated with committee members to identify and break down complex problems into actionable solutions.
- Acted as a leader and played a key role in initiating and supporting student-driven projects aimed at improving the overall campus experience.

Student Peer Mentor – Humber College – Toronto   Jan 2024 – Apr 2024

- Provided mentorship and guidance to first-year students, helping them navigate academic and social challenges.
- Facilitated one-on-one meetings and group sessions to support student success and foster a sense of community.
- Assisted in organizing workshops and events to enhance student engagement and learning experiences.