PRINCE KUMAR

New Delhi, India

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EDUCATION

CMR University, Bengaluru　　　　　　　　　　　　　　　　　　　　**2020 - 2024**
*B.Tech - Computer Science and Engineering - **CGPA - 8.2***　　　*Bengaluru, Karnataka*

EXPERIENCE

Snitch　　　　　　　　　　　　　　　　　　　　　　**December 2024 – May 2025**
Freelancing　　　　　　　　　　　　　　　　　　　　　　*Bengaluru, Karnataka*
- Engineered **data pipeline** with **SQL** and **regression analysis** to process returns data, reducing return rates by **10%** and improving forecasting accuracy by **35%**.
- Implemented **ETL workflows** and **Power BI dashboards** with interactive visualizations, decreasing processing time by **20%** and enabling **real-time KPI monitoring**.
- Designed **cross-functional data integration** framework, applying **machine learning algorithms** to improve satisfaction scores by **15%** and boost inventory efficiency by **28%**.

SkillFied Mentor　　　　　　　　　　　　　　　　　**August 2024 – November 2024**
Data Analyst Intern　　　　　　　　　　　　　　　　　　　　　　　*Remote*
- Conducted exploratory analysis on large datasets using **Python**, resolving **3 critical data inconsistencies**.
- Streamlined reporting by rewriting **SQL queries**, cutting response times by **40%**.
- Produced **6 department-specific BI reports** to monitor **campaign** and **sales effectiveness**.
- Processed and validated **50,000+ data records** using **automation** and **database tools**.
- Liaised with **cross-functional teams** to deliver **data-driven solutions** for strategic planning.

PROJECTS

Walmart-Sales-Data-Analysis ⧉ | Python, SQL, Power BI　　　　　　　　　**2025**
- Analyzed Walmart sales data across three branches to identify factors influencing performance.
- Assessed product lines to highlight top-performing categories and areas requiring improvement.
- Evaluated sales trends to measure the effectiveness of business strategies and recommended data-driven.
- Segmented customers based on purchase trends and profitability, delivering actionable insights.

Case Study-Coca-Cola vs Campa Cola ⧉ | Data Analysis, Insight Generation, Canva　**2025**
- Conducted comparative market analysis between Coca-Cola and Campa Cola using consumer insights, brand perception, and advertising strategies.
- Analyzed trends in product positioning, pricing models, and customer engagement using survey results and competitive benchmarks.
- Delivered actionable recommendations to enhance brand loyalty and market penetration, supported by data storytelling and visual reports.

Road Accident Dashboard ⧉ | Excel, Dashboard, Python, Data Visualization　　　**2024**
- Built an interactive Excel dashboard analyzing 417,883 road accident records, categorized by vehicle type, area, and road conditions.
- Leveraged Pivot Tables, Charts, and Slicers to compare 2021 vs. 2022 monthly trends, visualizing 84.1% slight, 14.2% serious, and 1.7% fatal casualties.
- Identified key risk factors such as single carriageways (309.7k incidents) and urban areas (61%), enabling targeted safety recommendations.

TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Matplotlib, Scikit-learn), SQL, C/C++, JavaScript

Web Development: HTML, CSS, JavaScript, Bootstrap

Data Analysis: Excel, Power BI, Tableau, MySQL, PostgreSQL, Google Data Studio

Tools and Platforms: Figma, Git and GitHub, VS Code, MySQL Workbench, pgAdmin4, Canva

Course Workflow: DBMS, Operating System, Computer Network, OOPS, SDLC