

# Prashant Kumar Yadav

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## SUMMARY

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Data Analyst and Computer Science graduate proficient in SQL, Python, Power BI, Excel, and data visualization, with hands-on experience building ETL pipelines, KPI dashboards, data models, and executive-facing reports. Skilled in exploratory data analysis, customer analytics, RFM segmentation, cohort analysis, churn analysis, funnel analysis, and business intelligence reporting to convert raw data into actionable insights that improve decision-making and business performance.

## EDUCATION

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### Chandigarh University

Aug 2021 – Jun 2025

*Bachelor of Engineering in Computer Science and Engineering*

- Coursework: Database Management Systems, Data Structures and Algorithms, Object-Oriented Programming, Operating Systems, Computer Networks

## WORK EXPERIENCE

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### PlanetSpark

Apr 2025 – Jun 2025

*Business Development Associate/Analyst*

*Gurugram, India*

- Oversaw a high-volume inbound sales pipeline in CRM, tracking trial-to-enrollment funnel metrics to identify high-intent prospects and improve conversion efficiency
- Constructed and maintained KPI tracking dashboards in Excel and Power BI to monitor lead conversion, follow-up cadence, revenue contribution, and sales pipeline performance
- Executed funnel analysis and cohort analysis on lead lifecycle data to identify drop-off points, engagement drivers, and outreach opportunities across the customer journey
- Collaborated with sales and operations stakeholders to convert pipeline data into actionable business insights, improving reporting cadence and forecasting visibility for weekly revenue reviews

## TECHNICAL SKILLS

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**Languages:** Python, SQL, Java

**BI and Visualization:** Power BI, Tableau, Microsoft Excel, DAX, KPI Dashboards, Data Visualization, Business Intelligence

**Data Analytics:** Pandas, NumPy, ETL Pipelines, Data Modeling, Star Schema, Feature Engineering, Data Cleaning, EDA, Statistical Analysis

**Analytics Techniques:** RFM Segmentation, Cohort Analysis, Churn Analysis, Retention Analysis, Funnel Analysis, Predictive Modeling, Anomaly Detection

**Machine Learning:** Scikit-learn, TensorFlow, PyTorch, PyOD

**Databases and Tools:** MySQL, SQLite, Jupyter Notebook, Git, Firebase, Supabase

## PROJECTS

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### ShopLens: E-Commerce Revenue, Funnel and Churn Analytics | *Python, SQL, SQLite, Power BI, DAX*

GitHub

- Architected a star-schema data model in SQLite spanning 805K+ retail transactions, 5,800+ customers, and 4,600+ products, enabling scalable self-service analytics for revenue and product analysis
- Developed an end-to-end Python ETL pipeline to ingest, clean, and transform raw transaction data; engineered 10+ analytical features including RFM scores, churn flags, cohort tags, DateKey, and TotalAmount
- Applied RFM segmentation, cohort analysis, and churn prediction to classify customers into 10 behavioral segments, uncovering a 50.9% churn rate in inactive cohorts and identifying 1,292 Champions for loyalty targeting

### Retail Sales Analytics Dashboard | *Python, SQL, MySQL, Power BI, Pandas, Jupyter Notebook*

GitHub

- Constructed an ETL pipeline processing 1M+ raw transactions from the UCI Online Retail II dataset into 825K analysis-ready records for sales, revenue, customer, and product analytics
- Authored 13+ SQL queries using CTEs and window functions to extract \$17.7M revenue, 36,969 orders, YoY growth, country-level performance, customer segments, and sales trends across 41 countries
- Built an interactive Power BI dashboard with 25+ DAX measures, KPI cards, slicers, charts, and geographic maps; identified top 8% Champions customers contributing 35% of total revenue

### CleanIQ: Hybrid Intelligent Dataset Cleaner | *Python, Pandas, Scikit-learn, PyTorch, PyOD*

GitHub

- Designed a hybrid ML-based data cleaning system combining rule-based processing, ML imputation, and autoencoder-driven anomaly detection to automate large-scale dataset preprocessing
- Reduced manual preprocessing effort by ~60% through automated missing-value handling, duplicate detection, outlier removal, and explainable transformation reports for analytics-ready datasets

## CERTIFICATIONS AND ACHIEVEMENTS

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- **Microsoft Certified: Data Analyst** – Validated expertise in Power BI, data visualization, business intelligence, DAX, data modeling, and analytical reporting
- Solved 100+ data structures, algorithms, SQL, and problem-solving challenges across LeetCode and HackerRank, demonstrating strong analytical thinking and systematic debugging ability