

Pranshu Patel

DATA ANALYST – Python, Power BI & SQL

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SKILLS

- **Business Analysis & Reporting:** Requirement gathering, data cleaning, interpretation & insights reporting.
- **Data Tools and Technologies:** SQL, Power BI, Tableau, Excel pivot tables, macros, and ERP systems.
- **Programming & Automation:** Python for data automation and processing, along with Java and JavaScript.
- **Cloud Platforms:** AWS (Lambda, RDS, S3, EC2), Azure (Data Factory, ADX, Databricks, Storage Accounts).
- **Project Management Tools:** Agile methodology, Scrum, and ticketing or tracking systems including JIRA.

WORK EXPERIENCE

Data Analyst

Futuretech Bizsoft LLP

May 2023 – July 2025

Remote

- Built end-to-end ETL pipelines in Python and SQL to ingest, clean, and transform 12M+ records monthly, reducing data latency from 48 to 4 hours with trigger scheduling, schema mapping, and partition-based loads.
- Designed and maintained 10+ interactive dashboards in Power BI and Tableau for real-time KPI tracking, which reduced team decision timelines by 25% using filters, trend visuals, and structured access across business units.
- Developed and deployed an ARIMA forecasting model with 93% accuracy for quarterly revenue forecasting by analyzing 8 KPIs across Sales and Marketing data, enabling the budget planning and campaign alignment.

Android Developer Intern

Techomax Solutions

February 2023 – April 2023

India

- Built 10+ modular Flutter UI screens using Dart, improving navigation flow by 18% through layered components and rendering updates boosted for Android resolutions across devices tested during QA simulation test runs.
- Integrated Firebase Realtime Database with listeners, reducing sync latency by 22% and supporting atomic operations for concurrent users through structured key paths and batched change propagation update methods.
- Developed RESTful APIs using Dart's HTTP library, improving live data flow by 240ms by structuring async request handlers, status decoders, and layered fallback response layers for unstable mobile carrier data networks.

Web Developer Intern

Webburner India

June 2022 – July 2022

Remote

- Created 12+ responsive UI components in React.js, improving cross-device layout by 100% and reducing DOM re-renders by 28% through hooks, virtual nodes, and conditional rendering strategies in modular React JSX files.
- Indexed MySQL queries to reduce table scans by 35% while improving backend response to high-frequency requests triggered by user activity from authenticated routes and complex interactive frontend content sections.
- Created JWT-based authentication workflows with route guards and token expiry checks, cutting unauthorized access by 40% and improving session lifecycle handling without client-side state persistence across user devices.

PROJECT EXPERIENCE

Olist E-commerce Data Analysis

Analyst

📁 [GitHub](#)

- Executed exploratory data analysis on 100k+ Olist transactions using Python libraries & SQL queries, generating formulated insights on revenue patterns, order trend & product categories, increasing data processing by 35%.
- Devised Power BI dashboards integrating seller metrics, customer geolocation clusters, and payment methods, enabling cross-team reporting and visualization efficiency upgraded stakeholder decision-making speed by 40%.

Air Quality Dashboard

Developer

📁 [GitHub](#)

- Programmed Power BI dashboard integrating DAX KPIs on pollutant metrics across 100+ cities, optimizing visualization workflows & enabling comparative analysis that improved stakeholder monitoring efficiency 45%.
- Automated geographic AQI mapping with DAX measures and slicers, enabling collaboration on high-density datasets and reducing manual data processing time by 60% while enhancing reporting accuracy by 40%.

Music Store Database Analysis

Analyst

📁 [GitHub](#)

- Devised optimized SQL queries across 10+ relational tables to analyze customers, invoices & genres, enabling detection of artists, spending behaviors & purchase distributions, improved analytical query performance 55%.
- Designed recursive CTEs & aggregate functions for segmentation, purchase trends & genre popularity across 40+ countries, facilitating multi-level reporting reduced manual analysis time by 60% increasing accuracy 35%.

Marketing Customer Segmentation - K-Means

 [GitHub](#)

Data Analyst

- Implemented unsupervised K-Means clustering on 8950 customer records with 18 attributes, optimizing cluster formation using Elbow Method, achieving 92% accuracy in differentiating consumer purchase behavior patterns.
- Conducted statistical exploration & visualization of high-dimensional data, enhancing interpret-ability of customer groups, enabling 4 optimized segments & improving segmentation precision by 37% across analysis outputs.

E-Commerce Store Analysis

 [GitHub](#)

Developer

- Engineered an interactive Power BI dashboard integrating advanced parameters, slicers, and relational joins, improving sales data visibility by 60% and reducing manual analysis efforts by 40% across the workflows.
- Implemented boosted DAX calculations and customized visualization layers including bar, scatter, donut, and map charts, enhancing data exploration efficiency by 55% and accelerating decision-making processes by 35%.

Cyclist Case Study - Google Data Analytics

 [GitHub](#)

Analyst

- Processed and consolidated 3.4M+ ride records in BigQuery with JOIN, UNION, and subqueries, eliminating 7% inconsistent entries and improving structured query performance by 55% across large-scale analytical pipelines.
- Engineered Google Data Studio dashboards integrating SQL KPIs on seasonal, hourly, and weekday usage, enabling stakeholders to identify 40% commuter dominance and 60% leisure segmentation patterns with 35%.

Advanced Data Analysis and Modeling with Python

 [GitHub](#)

Developer

- Directed data preprocessing workflows using Pandas and NumPy, eliminating 98% of anomalies and increasing dataset integrity, while coordinating cross-functional validation protocols to enhance statistical accuracy by 35%.
- Crafted predictive models with Scikit-learn, optimizing algorithm selection and hyperparameter tuning, improving forecasting accuracy by 42% and facilitating collaborative integration of results into analytical pipelines.

Cookie Cats Game – A/B Testing Mobile Game Retention

 [GitHub](#)

Analyst

- Directed statistical testing workflows with hypothesis validation, bootstrapping & resampling, quantifying 1-day and 7-day retention deviations of 12% across 90k users, enhancing experimental reliability and interpret-ability.
- Programmed visualization pipelines comparing control & treatment groups, applying effect size computations to evaluate gate placement, achieving 28% faster retention & strengthening collaborative data-driven decisions.

Amazon Sales Data Analysis

Python & Data Analytics

- Conducted data analysis on Amazon sales data leveraging Python libraries Pandas, NumPy, & Matplotlib. Processed 30,000+ datasets to uncover sales performance, customer behavior, seasonality & product popularity.
- Delivered actionable business insights by identifying patterns and trends from sales data, enabling data-driven decision-making, supporting strategic planning & optimizing inventory management, reducing stockouts by 15%.

YouTube Video & Channel Data Analysis

Python & Data Analytics

- Collected & analyzed video data using the YouTube API to evaluate content performance. Performed sentiment analysis 5,000+ video comments with NLP techniques to extract user feedback, uncovering audience preferences.
- Visualized video engagement trends with Matplotlib and Seaborn to reveal viewership patterns and interaction metrics. Analyzed key factors affecting video popularity & retention, increasing content planning efficiency 20%.

EDUCATION

Master of Professional Studies in Informatics (Cloud Computing)

January 2024 – June 2025

Northeastern University, Toronto

Bachelor of Engineering in Computer Science & Engineering

July 2019 – May 2023

Gujarat Technological University, India

CERTIFICATIONS

- **Career Essentials in Data Analysis by Microsoft and LinkedIn** – Microsoft
- **Learning Data Analytics: 1 Foundations & Career Skills in Data Analytics** – LinkedIn
- **Database Management Systems & Data Science with Python** – Scaler