

Pranay Shukla

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PROFESSIONAL SUMMARY

MBA candidate in Data Analytics & Data Science (2023–2025) with expertise in data engineering, machine learning, cloud computing, and real-time data pipelines. Proficient in SQL, Python, PySpark, Tableau, Power BI, and AWS, with certifications in Deep Learning, SQL, and Tableau. Experienced in transforming complex datasets into actionable insights to support data-driven business decisions.

EDUCATION

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|--|--------------------------------|
| Master of Business Administration (Data Science) Jagdish Sheth School of Management, Bangalore | 2023 - 2025 Grade: 7.2/10.0 |
| Bachelor of Business Administration (Commerce) Dayanand Academy of Management Studies | 2018 - 2021 Grade: 65.44% |
| Intermediate (Class XII) ST Thomas School | 2017 - 2018 Grade: 59.8% |
| Matriculation (Class X) ST Thomas School | 2015 - 2016 Grade: 65.33% |

EXPERIENCE

Data Analyst October 2025 - Present
DealShare *Gurgaon, Haryana*

- Developed and optimized **complex SQL queries in Google BigQuery** to analyze large-scale **sales and inventory data**, enabling accurate stock tracking, demand forecasting, and data reliability.
- Designed and maintained **dynamic Tableau dashboards** integrated with live data sources, while **automating Excel and Google Sheets workflows** to streamline reporting and reduce manual effort.
- Collaborated with **operations and sales teams** using **JIRA-driven workflows and automated alerts** to improve inventory visibility, enhance supply chain efficiency, and minimize stockouts and overstock risks.

INTERNSHIPS

Data Analyst August 2024 - March 2025
Integral University *Lucknow*

- Led **AACSB accreditation strategy and curriculum transformation**, delivering a 120-slide roadmap and designing an **AI-integrated MBA/BBA+MBA curriculum** with 10+ analytics modules, driving **15% enrollment growth** and **25% higher course adoption**.
- Analyzed **8 years of NIRF data (2016–2024)** using **Power BI and predictive analytics** across 10,000+ data points to identify critical gaps, improving **ranking strategy accuracy by 22%** and overall ranking performance by **18%**.
- Built and automated **15+ benchmarking reports** and **6 interactive Power BI dashboards** tracking 20+ KPIs, reducing manual reporting by **40%** and enabling real-time insights into student engagement, faculty performance, and institutional decision-making.

Analyst January 2023 - June 2023
Halonix Technologies *Haridwar, Uttarakhand*

- Collaborated with Halonix Technologies to analyze large datasets using Microsoft Excel, performing data cleaning, validation, and transformation to support data-driven business decisions
- Created and maintained Excel Pivot Tables, Pivot Charts, and advanced formulas (VLOOKUP/XLOOKUP, IF, SUMIFS) to summarize complex datasets and identify key business trends and performance metrics.
- Optimized data reporting workflows by automating Excel-based reports, improving data accuracy, reducing manual effort, and enhancing operational efficiency for stakeholders.

PROJECTS

Car Price Prediction Using Supervised Machine Learning on AWS ([Github](#)) January 2026

- **Problem:** Orchestrated a supervised machine learning project to predict car prices by leveraging historical vehicle data. Executed Linear Regression to address pricing inconsistency while controlling data storage and access using AWS services.
- **Action:** Executed end-to-end ML pipeline by authoring and directing Python automation scripts to import dataset into AWS, leveraging EC2 for model training, utilizing IAM to control access policies
- **Impact:** Accomplished accurate *supervised price prediction* by executing **Linear Regression** and carrying out feature pre-processing, model training, and evaluation. Evaluated model performance using **R² score (0.85)**, **MAE (1,500)**, and **RMSE (2,300)**, acquiring proficiency in interpreting regression metrics.

Career Track Eligibility Prediction Using Statistical Modeling ([Github](#))

September 2024

- **Problem:** Lack of clarity on factors influencing student exam performance across Analytics and Marketing specializations hindered targeted academic and career guidance.
- **Action:** Conducted **statistical analysis (correlation and regression)** on **1,000+ student records**, identifying significant predictors including **work experience (r = 0.52+, p < 0.05)**, **problem-solving skills (r = 2.44)**, and **leadership style (r = 0.36, p = 0.03)**.
- **Impact:** Delivered evidence-based insights enabling stakeholders to understand key performance drivers and improve academic intervention strategies.

Netflix Dashboard ([Github](#))

August 2024

- **Problem:** Product and content teams needed insights into audience targeting and content performance drivers across regions and maturity ratings.
- **Action:** Conducted exploratory data analysis on movies vs TV shows (**Movies: 6.13K / 69.62%**, **TV Shows: 2.68K / 30.38%**), **rating distribution (TV-MA: 3.2K, TV-14: 2.2K)**, **top genres (Dramas: 362, Documentaries: 359, Stand-Up Comedy: 334)**, and **top producing countries (US: 2.82K, India: 0.97K, UK: 0.42K)**.
- **Impact:** Delivered actionable insights to support content acquisition prioritization, audience segmentation, and regional content strategy, aligning analytics outputs with product decision-making and business objectives.

CERTIFICATIONS

Data Analysis with Python Coursera ([Link](#))

November 2024

- Completed **Data Analysis with Python** certification on Coursera, gaining hands-on experience in data cleaning, exploratory analysis, and visualization using **Pandas, NumPy, Matplotlib, and Seaborn**.
- Developed strong skills in statistical analysis and EDA techniques to derive insights and support data-driven decision-making.

Extract, Transform and Load Data in Power BI Microsoft (Coursera) ([Link](#))

November 2024

- Completed a course on **ETL Data in Power BI**, learning to connect, clean, and prepare datasets from multiple sources.
- Applied **Power Query, data modelling, and DAX** to build efficient, analysis-ready data pipelines for dashboards and reports.

Business Analyst Simplilearn ([Link](#))

April 2024

- Achieved **Business Analyst certification from Simplilearn**, gaining knowledge in business analytics fundamentals, Tableau visualization, SQL querying, and Excel-based modeling.
- Developed the ability to interpret data, identify business opportunities, and communicate actionable insights to support strategic decision-making.

SKILLS

Computer Languages: SQL, Python, Machine Learning, Python, SQL

Data Tools: Power BI, PostgreSQL, Power BI

Software Packages: Excel, Excel, Figma, MySQL, MongoDB

Others: Spreadsheet, Tableau, AWS, Kafka