

# Prashant Upadhyay

## PROFESSIONAL SUMMARY

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Marketing professional transitioning into Data Analytics, with strong experience in market research, data interpretation, and consumer behavior analysis. Skilled in Excel, reporting, trend analysis, and business insights. Currently developing proficiency in SQL and data visualization to support data-driven decision-making.

## EDUCATION

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| <b>Bachelor of Arts</b> (Journalism)<br>Rani Durgavati Vishwa Vidyalaya, Jabalpur, M.P | 2021 - 2024<br>Grade: 7.0/10.0 |
| <b>Intermediate (Class XII)</b><br>Kendriya Vidhyalaya Ordnance Factory Khamaria       | 2020 - 2021<br>Grade: 79.0%    |
| <b>Matriculation (Class X)</b><br>Kendriya Vidhyalaya Ordnance Factory Khamaria        | 2017 - 2018<br>Grade: 55.8%    |

## EXPERIENCE

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**Trainee Marketing Executive** September 2024 - September 2025  
izmo ltd. *Bangalore*

- Conducted market and competitor analysis in the automotive domain using Excel by collecting, cleaning, and analyzing datasets of 10,000+ records, generating actionable insights for business planning.
- Performed quantitative and qualitative analysis in Excel to identify 15-20% shifts in customer behavior trends, uncover 5+ market gaps, and highlight growth opportunities.
- Built structured Excel reports and dashboards that reduced manual reporting time by 30% and supported faster, data-driven decision-making.
- Collaborated with cross-functional teams to convert Excel-based insights into 10+ strategic recommendations used in stakeholder presentations and planning discussions.

**Researcher** May 2024 - November 2024  
News with Navya *Remote*

- Researched global environmental issues, climate events, and emerging trends in sustainability.
- Analyzed credible sources and reports to extract data-driven insights on current environmental affairs.
- Identified trending topics and audience interests to guide content direction and relevance.
- Translated research findings into clear, informative scripts for digital and social media platforms.

## PROJECTS

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**Zomato Restaurant Analysis for Expansion** ( [Github](#) ) ( [Demo](#) ) October 2025

- Collected, cleaned, and structured international restaurant data (country, cuisine, cost, ratings) using Excel.
- Performed exploratory data analysis (EDA) to uncover cuisine popularity, high-rating markets, and cost-rating relationships.
- Built an interactive Excel dashboard with country- and year-wise slicers to visualize market and cuisine trends.
- Analyzed market saturation vs demand gaps to identify high-potential regions for expansion.
- Delivered data-driven recommendations on target countries and pricing strategies through a structured presentation.

**Sales and Support Analysis** ( [Github](#) ) ( [Demo](#) ) September 2025

- Performed end-to-end SQL analysis on the Chinook sales database, covering customers, agents, orders, and revenue metrics.
- Conducted data cleaning and validation (NULL handling, duplicates, data type checks) to ensure high data integrity.
- Generated key sales KPIs including total revenue, average order value, top regions, and high-spending cities using SQL aggregations.
- Analyzed customer behavior and segmentation, identifying high-value customers, repeat purchase rate (32%), and potential credit risks.

- Evaluated agent performance using SQL ranking and CASE logic, delivering data-driven insights for incentives, retention, and commission optimization.

## CERTIFICATIONS

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**Professional Certificate Course in Data Science** Newton School

February 2025

- Currently enrolled in a comprehensive Data Science program at Newton School, focusing on Python, SQL, statistics, machine learning, and real-world, industry-oriented data analytics projects.

## SKILLS

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**Data Tools:** Power BI, Power BI

**Software Packages:** Excel, Excel, MySQL

**Soft Skills:** Creativity, Teamwork, Communication Skills

**Others:** Problem-Solving, Git and Github