

PRASHANT KUMAR

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Summary

Results-oriented Data Analyst with hands-on experience in data extraction, transformation, visualization, and reporting. Proficient in SQL, Power BI, Excel, Python, and data analytics methodologies to identify trends, optimize processes, and deliver meaningful business insights. Adept at building interactive dashboards and translating data into impactful recommendations.

Skills

SQL: MySQL, SQL Server

Python: Numpy, Pandas, Matplotlib

Data analysis: Power BI, Tableau, Google Sheet, Excel, Analysis Skills, Statistics, Data Mining, Data Analytics

Microsoft Excel: XLookup, VLookup, VBA, Macro & Automation, Dynamic Array, Lambda

Function, Dashboard, Data validation, data Cleaning, Advance Excel, Pivot Table, Pivot Chart, power Query

Power Bi: Interactive Dashboard, Report, power Query, DAX, ETL, Data Cleaning, Data Visualization, Performance, Optimization

Soft Skills: Adaptability, problem-solving, self-learning, Communication Skills, Critical Thinking

Projects

E-Commerce Sales, Customer & Delivery Performance Analytics Dashboard

[LINK](#)

- Designed a comprehensive E-Commerce Analytics Dashboard integrating customer, sales, marketing, and logistics data to support data-driven decision-making.
- Created dynamic reports and dashboards using Power BI, DAX, and Power Query, reducing manual reporting efforts and improving KPI visibility.
- Conducted regional and operational analysis to identify top-performing regions, high-return areas, and delivery performance trends.
- Applied SQL joins, aggregations, and data transformation techniques to prepare and model data for BI reporting.

Beverage E-Commerce Analytics Platform

[LINK](#)

- Built a 1,00,000-row synthetic e-commerce dataset with 46 columns across 36 Indian states and 6 platforms using Python (Pandas, NumPy) and Excel.
- Scraped live product data from Amazon, Flipkart, and BigBasket using Python and BeautifulSoup, extracting pricing, ratings, discounts, and product metadata for analysis.
- Conducted state-wise, platform-wise, and category-wise analysis, identifying that the top 5 states contributed 34% of total beverage revenue and that Meesho and JioMart generated the highest seller margins.
- Applied statistical techniques including Pearson Correlation, T-Tests, and Polynomial Regression to analyze pricing strategies, health scores, and discount effectiveness, identifying an optimal discount range of 10–15% for revenue growth.

Fraud Thumbnail detection

[LINK](#)

- A multi-modal AI system designed to detect misleading or fraudulent YouTube thumbnails using machine learning.
- Integrated image forensics (ELA, noise analysis, OCR) and NLP-based semantic analysis to identify clickbait and visual deception.
- Implemented ensemble models (Random Forest, Gradient Boosting) for high accuracy and detailed explainable fraud probability scoring.
- Technologies Used: Python, Flask, OpenCV, TensorFlow, Scikit-learn, Sentence- Transformers, YouTube API, HTML, CSS, Classification

Awards & Certifications

- **Data Analyst Program – ExcelR, Bangalore (Feb 2026 – Ongoing)**
Coursework: SQL, Python, Power BI, Tableau, EDA, Statistics, Predictive Modeling, Machine Learning
- **Acceptance of Article : AI-Based Features Extraction from Ortho-Drone Photos : ICISC**

Education

MCA

CMR Institute of Technology, Bangalore

Graduated: 2025

CGPA: 9.0 / 10