PRAJWAL SURESH PATIL

ACADEMIC PROFILE

PGDM Business Analytics	8.20 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.E (Mechanical Engineering)	76.52%	Smt. Kashibai Navale College of Engineering, Pune	2021
Class XII (Maharashtra State Board)	80.31%	K.B.J. Knowledge Hub, Borakhedi, Motala, Maharashtra	2017
Class X (CBSE)	85.60%	M.S.M. English School, Malkapur, Maharashtra	2015

AREAS OF STUDY

Data Analysis, Data Visualization, Database Management System, Business Forecasting, Data Pre-processing, Exploratory Data Analysis, Managerial Decision Making, Data Mining, Predictive modeling.

WORK EXPERIENCE(S)   14 Months

Cognizant Technology Solutions, Pune	Programmer Analyst Trainee	December 2021- February 2023

- Managed 3-4 applications for a Fortune 500 client, focusing on efficiency and project outcomes.
- Developed and implemented an automated JIRA ticket assignment process at CTS, reducing project costs by 12%.
- Assisted in enhancing overall project efficiency and outcomes for the stakeholders.

ACADEMIC PROJECT(S)

Netflix Customer Engagement Dashboard

- Analysed Netflix subscriber trends on Tableau. Built a presentation deck to convey insights, to prioritize mobile app development.
- The strategic emphasis on mobile viewership may lead to a 20% increase in user engagement.
- Recommendations for using mobile app development techniques that, starting in 2024, will significantly boost mobile readership.

Sales Intelligence: Driving Growth Through Data-Driven Insights

- Identified best-selling products and calculated key revenue metrics including total sales and profit margins using SQL.
- Leveraged Power BI tool to create interactive dashboards, ensuring clear communication of complex data insights to stakeholders.
- Facilitated strategic business decisions by presenting insights in an easy-to-understand format, which can lead to a 14% increase in the promotion of high-margin products.

Unveiling Fashion Trends Through YouTube Influencer Analysis

- Extracted and analysed YouTube influencer data, discovering denim baggy jeans, were popular, providing actionable insights for brands.
- Enabling brands to tailor marketing strategies to resonate with consumer emotions, leveraging sentiment analysis, and trend analysis.
- Compiled and presented findings in a structured report, highlighting baggy jeans' resurgence, measures to be taken.

Credit Fraud Detection

- Created proactive risk monitoring and credit management strategies based on model predictions.
- Analyzed and prioritized recall to minimize false negatives and ensure high-risk customers were correctly flagged.
- Reduced credit defaults by 25% through tailored interventions and adjustments, significantly enhancing customer engagement and trust.

CERTIFICATIONS

Fundamentals of Business Analysis	Starweaver (Coursera)	2024
SQL for Data Science	University of California, Davis (Coursera)	2024
Creating Dashboards and Storytelling with Tableau	University of California, Davis (Coursera	2024
Neural Network and Deep Learning	Macquarie University (Coursera)	2023

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Member – Analytics Committee**	**2023-24**
	• Organized quizzes and facilitated industry seminars as an analytics team member, enhancing academic engagement and professional exposure.	
	Associate Chief of Data and Registration – Kanyathon	**2023-24**
	• Collaborated with the Chief Data Officer and assisted the registration team, contributing to the successful execution and declaration of the winners live-time in Kanyathon.	
	• Operational Lead of 3KM-Family Run and Team Lead for other events.	

ACCOMPLISHMENTS

Competitions and Activities	• **Winner** at the "Solvathon" competition developing and presented an **award-winning** business solution, securing the grand prize for innovative waste management strategies.
	• Participated in a ***50KM cycling race from Pune to Mumbai*** as a member of the Audax India Randonneurs (AIR), ***Pune Randonneurs Club***, successfully completing the competition.
SKILLS	SQL, Python, Excel, Power BI, Data Visualization, Machine Learning, Detail Oriented, Problem Solving, Collaboration