PRANAY SHUKLA

ACADEMIC PROFILE

MBA – Business Analytics	7.2 CGPA	Jagdish Sheth School of Management, Bengaluru		2025
Bachelor Of Business Administration	65.42 %	Dayanand Academy of Management Studies		2021
Class XII (ISC)	59.8 %	ST. Thomas School, Kanpur		2018
Class X (ICSE)	65.33 %	ST. Thomas School, Kanpur		2016

AREAS OF STUDY

Business Requirements Analysis, Data Visualization, Data Pre-processing for Analytics, Database Management System, Business Forecasting, Big Data & Cloud Computing, Unstructured Data Analytics

ACADEMIC PROJECT(S)

Sales Comparison Dashboard for Regional Performance Analysis

- Developed a dashboard to visualize and compare the sales data between two regions to aid upper management in performance assessment and improvement suggestions.
- Created an interactive dashboard using Tableau to visualize key sales metrics and compare the regional performance through various charts and graphs.
- Delivered data-driven insights and suggestions that helped management to make better decisions to improve sales in the underperforming region.

Car Dekho Financial Analysis

- Spearheaded a comprehensive financial analysis of Car Dekho to identify patterns, trends, and key drivers impacting sales and Earnings Per Share (EPS) for strategic Decision-making.
- Collected and analyzed financial data from various sources, benchmarked performance against competitors, and utilized analytical tools like Python and R for data analysis and visualization.
- Conducted to a deeper understanding of Car Dekho's financial strengths and weaknesses, providing actionable recommendations and aiding in future growth strategies.

House Price Prediction

- Predicted House Prices based on the features like area size, distances to key amenities, and parking type.
- Built and trained a Linear Regression model using Python to analyze the relationships between these features and house prices.
- Successfully predicted house prices with high accuracy, providing actionable insights into property valuation trends.

Heart Disease Prediction

- Developed a Logistic Regression model to predict the probability of heart disease based on the patient health data.
- Analyzed the impact of various health indicators to enhance the model's accuracy and predictive power.
- Achieved significant predictive accuracy, contributed to more clinical decision making.

CERTIFICATIONS

Fundamentals of Business Analysis	Star weaver (Coursera)	2024
Code free Data Science	UC San Diego (Coursera)	2024
Share Data through art of Visualization	Google (Coursera)	2024
Tableau Training	Simplilearn	2024
Harnessing the power of data with power BI	Microsoft (Coursera)	2024
Accenture – Data Analytics and Visualization Job Simulation	Forage	2024
Neural Networks and Deep Learning	DeepLearning.AI (Coursera)	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, 2024 Bengaluru	**Chief Information Officer – Kanyathon (Mumbai)** • Managed participant data, race tracking systems, and digital communications to ensure smooth event operations. • Supervised the entire registration process, ensuring efficient and user-friendly participant sign-ups. • Safeguarded the confidentiality and reliability of participant information. • Registration of participants on the day of the event including allocation of BIBs and timing chips to track the participants during the race. • Implemented and managed technology solutions to support event logistics and enhanced participants experience.

ACCOMPLISHMENTS (Research Contribution)

Competitions and Activities	• Co-authored a research paper titled "Integration of trekking in Management Curriculum for Sustainable Education" focused on using experiential learning to develop skills like leadership, teamwork, and problem solving. • Demonstrated the value of integrating physical activities like trekking into academic programs to enhance both environmental awareness and practical management skills. • Awarded Best Paper at the ICASF 2023 Conference in Dubai, UAE, for contributions to innovative educational approached in management studies.

SKILLS	Python, Excel, Tableau, Business Analysis Techniques (BABOK), Machine Learning, Deep Learning, SQL, Power BI