

Prakhar Kakkar

Gurugram, 122010 • kakkarprakhar08@gmail.com • +91 8081202771 • <https://www.linkedin.com/in/prakhar-kakkar>

EXPERIENCE

Destin IT Solutions – Texas, USA September 2023 – June 2024

Internship, Tableau Consultant

- Leveraged Tableau for **advanced data analysis**, enabling informed decision-making and ensuring project success within timelines. Increased **data extraction efficiency** by **20%**.
- Collaborated with **data stewards** to test, clean, and standardize data to meet **100% of business requirements**.
- Coordinated **report schedules** using **Tableau**, ensuring timely delivery according to plans and recommendations **reducing** the report delivery time by **25%**.
- Established a reputation for excellence in **project management and documentation**, achieving a 95% **project success** rate through meticulous practices.
- Processed **Python, R and SQL** in data analytics to collect, understand, transform, cleanse, store and share **200,000+ user's data**, leading to increased **efficiency** in all processes.
- Developed and maintained comprehensive **databases** in MS Access, improving **data accuracy** and **accessibility** for the team.

Viacom18 Media Pvt. Ltd. – Bengaluru, India July 2019 – July 2021

Executive- Ad Sales, Business Intelligence and Revenue Management

- Responsible for revenue generation from clients and agencies in the **Karnataka and Hyderabad** regions by being part of the **Colors Kannada Cluster**.
- Successfully executed campaign for **globally** renowned brands including **ITC, Britannia, Wipro, Titan**, etc.
- Provided customized and innovative **marketing solutions** for high-profile projects like **Big Boss, KBC**, etc.
- Proactively **identified** and **approached** 25 new clients, expanding the clientele list, and **fostering business growth**.
- Closed 32 deals** and supported the team in selling **Fiction Sponsorship and Impacts**.
- Collaborated with partners to **understand, recommend, and deploy** effective solutions.
- Fostered effective interaction with agencies like **Group M, Mindshare, OMD, Initiative**, and more leading to a 15% increase in the **organization's profitability** and the establishment of strong, enduring relationships.
- Nurtured client associations for **big-ticket properties**, delivering 20% **higher yield levels for the channel**.
- Utilized **MS Access** for **data management** and **tracking** campaign performance, ensuring streamlined operations.
- Created detailed **Cognos reports** to monitor key performance indicators, **providing actionable insights** to optimize marketing strategies.

Quick Ride – Delhi, India August 2018 – May 2019

Business Intelligence Analyst

- Developed **hypotheses** and **analytical frameworks** to understand market dynamics, resulting in a **25% increase** in actionable recommendations provided to **senior leadership**.
- Provided **analytical and operational** support to continuously improve **forecasting and pipeline management** methodologies, resulting in a 35% increase in **forecasting accuracy**.
- Implemented and maintained **business solutions** and recommendations to **improve performance**, resulting in a 25% increase in overall **performance** efficiency.
- Developed attainment **crediting logic** for performance reporting, leading to a 20% increase in **accuracy**.
- Identified **key insights** to accelerate growth and efficiency, resulting in a 30% increase in overall **efficiency**.
- Leveraged Cognos for **advanced analytics** and **reporting**, enhancing **strategic decision-making** processes.

SKILLS

Languages & Tools: SQL, Python, R, Salesforce, Tableau, Power BI, Cognos, JIRA, Redshift, Azure, MS Access, GCP, Agile Scrum, Git
Libraries: NumPy, Pandas, Matplotlib, ETL, PySpark, TensorFlow, scikit-learn
Certifications: IBM Data Engineering Professional Certificate, R for Data Science, Google Analytics Individual Qualification (IQ), HubSpot Inbound Certification, Facebook Blueprint Certification, Coursera Agile Development, Data Camp SQL Certification

PROJECTS

Operational Efficiency Tech Stack: SQL, Python, Tableau

- Objective:** Craft a Tableau dashboard to enhance operational efficiency and support data-driven decisions.
- Solution:** Integrated Tableau with SQL for real-time operational insights, featuring customizable analysis tools.
- Achievement:** Achieved a boost in efficiency and cost reduction through strategic process optimizations.

Domain: Customer Sentiment Analysis Tech Stack: R Studio, Excel

- Objective:** Analyzed men's ecommerce clothing reviews to gain insights into customer satisfaction and fashion trends.
- Solution:** Employed R programming for comprehensive data exploration, cleaning, transformation, and visualization.
- Achievement:** Delivered actionable insights and optimized strategies by leveraging data analytics techniques.

AWARDS & ACTIVITIES

- President of Grads of Computer Science student organization, mentoring incoming graduate students & helping fellow students by conducting coding interview preparation & other technical sessions.
- Volunteered as a Zoom Meeting Host for the IEEE International Conference on Data Engineering 2022.
- Bagged award for the Best use of IBM Cloud during IBM Watson Hackathon 2019 for a face detection app.
- Developed Led a team of 5 in preparing questions & managing an online quiz event in which over 1500 members took part.

EDUCATION

University of Dallas – Irving, TX August 2023

Master of Science in Business Analytics

SRM University – Chennai, India June 2019

Bachelor of Technology, Computer Science and Engineering