

## PRADYUMNA S

☎ +353 (0) 85 759 3878

✉ [hello@pradyumna.ie](mailto:hello@pradyumna.ie)

Address: Dublin, Ireland

Dynamic and enthusiastic **Analyst** looking for a contract as Business Analyst, Process Analyst, or other challenging position

Online resume: <https://pradyumna.ie/>

### PROFESSIONAL EXPERIENCE



#### Business Analyst –

Sangeetha Mobiles -  
*Retail – Technical Services* May  
2021 – April 2023 (24 months)  
Bangalore – India

As Business Analyst at Sangeetha, specializing in data analytics and market trends. Proficient in **SQL, Python, Excel, Power Automate, and Power BI**. Skilled in requirements gathering, data analysis, Marketing automation, RPA and implementing data-driven strategies.

- Process mapping, data analysis and data cleaning
- Preparing documentation on requirement gathering, design document, meeting notes, progress report etc and updating the same in tools like jira and devops tools.
- Identify and automate implementation areas.
- Establish robust customer experience ecosystem via Digital, CRM, Media, and Partnerships

#### Projects:

- **Centralized QR System-1QR Code:**  
Streamlined retail QR code usage with Centralized QR Code System (1QR Code). Implemented Agile methodology for efficient development, enhanced user experience.  
 <https://github.com/Pradyumna-yes/Retail-Store---Premium-Customer-Segmentation.git>
- **Predicting Customer Churn Rate:**  
Developing a machine learning model to accurately forecast customer churn rate for a business, aiding in proactive customer retention strategies.
- **Premium Customer-Segmentation:**  
Implementing a decision tree classifier for retail customer segmentation based on input features to predict premium customers..  
 <https://github.com/Pradyumna-yes/Retail-Store---Premium-Customer-Segmentation.git>

#### Process Analyst –

Siri Techno Fabs  
*IT & Renewable Energy*  
July 2019 - April 2021 (1 year 10 months)  
Bangalore – India

As a Business Analyst at our IT & Renewable Energy company, I specialize in data analytics and market trends. I am proficient in utilizing tools like SQL, Python, Excel, Power Automate, and Power BI. My skills encompass requirements gathering, data analysis, marketing automation, and implementing data-driven strategies to drive growth and success in our dynamic industry.

- Analyze business operations for improvement opportunities.
- Conduct research on customer behavior, market trends, and industry best practices.
- Develop reports and dashboards to communicate insights and track KPIs.
- Create business requirements and user stories for digital solutions.
- Perform user acceptance testing to ensure solutions meet business needs.
- Global process mapping with diagrams to describe workflows and architecture
- First insights about RPA and first drafts with the Actuarial Department.

#### Projects:

- **Marketing Automation:** Build a Chatbot on flowbuilder for internal use.
- **Digital:** Scope and requirements to modernize the architecture of the customer website by using APIs/micro-services with a responsive front-end

**Co-Founder / Project Owner – Bustudymate**  
**December 2017 – March 2023 (5 years)**  
**Bangalore –India**

Founder of edutech startup, spearheaded technology-driven solutions to transform education. Launched successful blog, reaching 100K monthly student users. Secured funding, expanded business with diverse products, including E-Learning courses and publications.

- Managed edu-tech products and 200K+ student community.
- Boosted engagement by 61% with AI chatbot.
- Achieved 72% revenue growth through strategic sales.
- Trained 10K+ students, led "Quest" rural campaign.
- Generated 32% revenue via shopping site and book partnerships.
- Led cost-effective technical solutions and team management.

**Projects:**

- **ChatBot:** Built and deployed a chatbot on Telegram and social media using Botpress and com.bot to handle student inquiries.
- **Dropshipping:** I established a dropshipping model from the ground up, specializing in shipping books to students. The shipment process was optimized using Shiprocket, while the e-commerce platform was built on Woocommerce, integrated with payment gateways like Razorpay and
- **BULearn:** The AI-gen Learning Management System (LMS) portal is designed to offer short-term courses for students. Built on the WordPress platform and powered by Tutor LMS, the portal provides a user-friendly interface for both learners and educators.

## EDUCATION

- Dublin Business School. Dublin-Ireland **Master's Degree- Business Analysis .**  
Applied Statistics and Machine Learning, Business Strategy, Programming for Analytics (Python), Data Mining, Project Management, Business Intelligence and Data Visualization, Financial and Business Analytics, Requirement Analysis
- Bangalore University Bangalore-India **Master's Degree – Commerce**  
Financial Accounting, Managerial Economics, Corporate Finance, Human Resource Management, E- Commerce, Research Methodology, Project Management
- Bangalore University Bangalore-India **Bachelor's Degree – Commerce**  
Business Analytics, Data Analysis, Decision Support Systems, Risk Management, Business Communication, Information Systems and Technology, Accounting

## LANGUAGES

**Kannada:** mother tongue / **Hindi:** fluent / **English:** fluent / **Gaelic/Irish:** elementary knowledge

## PROFESSIONAL SKILLS

### Analytical skills & Project management

- Proficient in process design and improvement, adept at driving efficient projects.
- Experienced in Agile and waterfall methodologies, change management, multitasking, and effective planning.

### Technical skills

- Programming languages: SQL, HTML ,Python,C++,
- Databases: Access, MySQL
- Development tools: Git ,Jira, Putty, Power Bi, Qlink, Zoho, lucid, Postman, Slack, Cpanel, AWS S3, Power Automate, Trello,
- Office: MS Office (Advance Excel, PowerPoint, Word, Visio) & LibreOffice

### Communication

- Ability to explain technical concepts in simple words
- Confident to interact with all levels of an organization

### HR

- Incentive compensation management and theories of motivation

### Commercial

- Customer relationship & presentation of commercial offers

## OTHER SKILLS AND HOBBIES

- Reading Business Books and Articles
- Attending Networking Events & Seminars & Traveling & Exploring Different Cultures