

PRANALI RAYASANE

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Summary

Mechanical Engineer transitioning into Data Analytics with over one year of experience in data analysis, dashboard creation, and CRM/ERP management. Proficient in Power BI, Excel/Google Sheets, SQL, and Python for EDA and machine learning. Skilled in developing interactive dashboards, ensuring data accuracy, and optimizing sales strategies using CRM/ERP tools to drive business growth.

Key Skills

- Data Analysis: Power BI, Excel, Google Sheets
 - Programming & Database: Python (Pandas, NumPy, Matplotlib, scikit-learn), SQL
 - CRM & ERP: Microsoft Dynamics 365
 - Additional Skills: Machine Learning, ETL Processes, Data Transformation, Dashboard Design
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Work Experience

Subject Matter Expert - AI Model Trainer| Outlier AI

Jul/2024 – Oct/2024

Independent contractor

- Evaluated AI-generated content for accuracy, relevance, and clarity, providing actionable feedback to enhance GenAI performance.
- Assisted in developing knowledge pipelines by identifying data gaps and refining models.
- Applied critical thinking to recommend AI adjustments, improving model response efficiency and quality.
- Contributed to the continuous improvement of AI training datasets and methodologies.

Graduate Apprentice Trainee (Engineering)

Apr/2022 – Mar/2023

Hindustan Petroleum Corporation Limited (HPCL)

Indore LPG Regional Office Indore

- **MIS:** Collected and analysed business data using Google Sheets/Excel to develop detailed reports and interactive dashboards for data visualization, monitored key performance metrics to ensure actionable insights, maintained 100% data accuracy, and automated reporting tasks to enhance decision-making and operational efficiency with data transformation skills.
- **CRM & ERP:** Managed customer data and tracked interactions and sales pipelines, automated marketing campaigns to improve lead conversion, delivered exceptional customer support, and analyzed customer behaviour using ERP tools to optimise sales strategies and drive business growth.

Vocational Trainee -

Jun/2019 – Jul /2019

Bharat Heavy Electricals Limited (BHEL), Bhopal

- **Non-Destructive Testing (NDT):** Conducted NDT techniques on hydro turbine components to assess material integrity without causing damage, ensuring reliability and compliance with industry standards.
 - **Manufacturing Processes:** Gained practical exposure to the assembly, fabrication, and quality control of heavy electrical equipment, enhancing understanding of industrial operations.
 - **Industrial Safety:** Observed and adhered to workplace safety protocols, ensuring a strong foundation in operational safety standards and best practices.
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Virtual Internship

[Data Analytics and Visualization](#)

Jan/2025

Accenture North America Job Simulation (On Forage)

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

[Power BI Developer](#)

Nov/2024

PwC Switzerland – Power BI Job Simulation (On Forage)

- Created Power BI dashboards that effectively conveyed KPIs.
 - Delivered valuable insights and actionable suggestions based on data analysis.
 - Examined HR data focusing on gender-related KPIs and identified root causes for gender balance issues
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Project

Netflix Data Analysis

- Processed and transformed over 500,000 records using Python (Pandas, NumPy), SQL, and Power BI, achieving 95% data consistency.
- Created interactive visualizations, including heatmaps and scatter plots, enhancing understanding of audience engagement by 80%.
- Identified key content trends and consumer preferences, supporting strategic planning.
- Used version control tools (Git/GitHub) for project management and collaboration.
- Facilitated seamless team communication via Google Sheets for data progress tracking.

Geekster Data Analytics Bootcamp





Mar/2024 – Dec/2024

- Solved 20+ case studies using Excel, Power BI, and SQL.
 - Applied Python (Pandas, NumPy, Matplotlib) for data cleaning, analysis, and visualization.
 - Worked on various projects like Amazon Sales Analysis, Zomato Sales Analysis, and Credit Card Default Analysis.
 - Developed interactive dashboards to present key insights and supported strategic decision-making.
 - Enhanced data consistency and accuracy by implementing data transformation and ETL processes.
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Education

- **B.E. Mechanical Engineering** - RITS College, RGPV University, Bhopal | 2020 | **81%**
 - **Class 12th** - Govt Excellence LBS H.S. School, Pandhurna | 2016 | **79%**
 - **Class 10th** - Saraswati HS School, Pandhurna | 2014 | **86.5%**
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Certifications

- Data Analytics Certification By Geekster - 
 - Goldman Sachs: Excel Skills for Business Job Simulation - 
 - HackerRank: SQL (Advanced) Skills Certificate - 
 - PwC Switzerland: Power BI Job Simulation - 
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