

PRANJUL GARG

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EDUCATION

Boston University, United States | *Master of Science in Applied Business Analytics* | **GPA: 3.6** (Aug 2024 – Dec 2025)

Coursework: Data Mining for Business Insights, Marketing Analytics & Customer Intelligence, Cloud Technologies & Scalable Business Applications, Business Intelligence & Data Visualization with Power BI & R, Operations Management, Programming for Data Analytics: Python & SQL, Corporate Finance & Financial Decision-Making, Data-Driven Decision Making: Quantitative & Qualitative Techniques.

Amity University, India | *Bachelor of Technology in Computer Science & Engineering* (July 2019– May 2023)

Coursework: Data Structures & Algorithms, DBMS, Software Engineering, Artificial Intelligence, Business Process Management.

PROFESSIONAL EXPERIENCE

Founder | **Atriya Jaipur** | **Jaipur, India** (Dec 2022 – Present)

- Spearheaded cross-functional collaboration between marketing, sales, and product development teams, implementing daily stand-ups and weekly sprint reviews; shipped product updates 2x faster with 95% team satisfaction reported in surveys.
- Leading efforts to optimize supply chain, finance, and operations, with strategies targeted to reduce inefficiencies by 15-20% and improve financial performance by 10-15%.
- Built and customized an e-commerce site on Shopify, incorporating SEO optimization and analytics tracking to refine marketing strategies, resulting in a 50% increase in web traffic and enhanced customer acquisition

Business Intelligence Analyst | **Inventive Software Solutions Pvt. Ltd** | **Agra, India** (Oct 2023 – May 2024)

- Analyzed trends and patterns using statistical energy analysis in Python, driving development of AI-based energy audit software, increasing efficiency by 20%.
- Developed and maintained interactive dashboards and reports using Tableau and Power BI, enabling stakeholders to monitor key performance indicators (KPIs) and make data-driven decisions, resulting in a 25% improvement in operational visibility and decision-making efficiency.
- Improved data accuracy by 15% through standardized preprocessing workflows, collaborated with cross-functional teams and communicated with stakeholders to automate real-time monitoring using business intelligence tools, reducing manual intervention by 35%.

ACADEMIC PROJECTS

Vortex Momentum Trading: Sentiment and Volatility-Adjusted Strategy (Mar 2025 – Mar 2025)

- Built a data-driven trading model utilizing Vortex Indicators to assess trend strength, along with sentiment analysis and volatility-adjusted sizing, for optimized real-time market decision-making.
- Conducted comprehensive multi-parameter backtesting (2019–2025) using Python, rigorously evaluating strategy performance against SPY and traditional benchmarks to maximize returns and minimize risk exposure.
- Developed and implemented a dynamic, adaptive model using Python (Plotly, Streamlit) to continuously adjust strategy based on real-time market data, decisively outperforming SPY and buy-and-hold benchmarks throughout the test period.

Customer Segmentation & Product Analytics on E-Commerce Data (Jan 2025 – Feb 2025)

- Preprocessed 500K+ records, using statistical imputation to handle null values and ensure data accuracy.
- Identified key shopper demographics and purchase trends, enabling targeted marketing strategies through data visualizations.

Subscription Optimization via Churn Modeling & A/B Testing (Dec 2024 – Jan 2025)

- Conducted A/B tests using statistical analysis (t-tests, chi-square) to identify churn drivers, leading to a 20% reduction in churn.
- Optimized subscription plans and delivered insights via Tableau dashboards, enhancing decision-making for product and marketing teams.

Predictive Modeling on Chicago Crime Data (Oct 2024 – Nov 2024)

- Utilized Python and R Programming for predictive analytics on 3 million rows of Chicago crime data, reducing inconsistencies by 98% and ensuring accuracy for trend analysis. Designed Power BI dashboards for data visualization, identifying crime patterns and informing law enforcement resource allocation strategies.

Brewery Business Analysis and Consultation (Aug 2024 – Dec 2024)

- Led a cross-functional team to analyze market trends, forecasting \$5.77M in revenue and achieving a 42.79% net profit margin in Year 1.
- Collaborated with team members to develop a 5-channel marketing strategy, allocating 10% of revenue to SEO, social media, and trade shows, increasing customer engagement by 30%.

SKILLS

Technical Tools: Python (Pandas, NumPy, Scikit-learn, Statsmodel, Streamlit, Plotly), R Programming, Tableau, Power BI (DAX), Advanced Excel (VBA, Macros), MATLAB, GitHub, Cloud Computing (**AWS Certified Cloud Practitioner**)

Big Data & Databases: MySQL, PostgreSQL, Scala, Apache Spark (Advanced Queries, Optimization)

Data Analytics: Exploratory Data Analysis (EDA), Predictive Analytics, A/B Testing, Statistical Analysis, Forecasting, **Supervised & Unsupervised ML** (Linear/Logistic Regression, Clustering, Decision Trees, Random Forests), NLP, ANOVA, Hypothesis Testing, Time Series Analysis, Data Storytelling & Visualization, KPI Dashboards, Root Cause Analysis

Business Frameworks: Lean Methods, Six Sigma, Process mapping, DMAIC, SDLC, SWOT & PESTEL Analysis