

Ashish Prasad

+91-8210346691 | ashishnoe47@gmail.com | 25 | M | D.O.B – 21/12/2000

SUMMARY

Business Analyst & Operations Analytics professional with hands-on experience in ERP reporting, data-driven marketing research, and predictive modelling. Skilled in Python, SQL, R, Power BI, and Tableau. PGDM (Analytics) candidate at SOIL School of Business Design with a background in English Literature, bringing strong communication and stakeholder-facing skills to analytics and business development roles.

EDUCATION

- **PGDM (Analytics)** – SOIL School of Business Design, Gurgaon | 2024–2026 | CGPA: 2.48
- **M.A (English)** – Central University of Jharkhand | 2021–2023 | 66.90%
- **B.A (English)** – Ranchi University | 2018–2021 | 68.92%
- **Class XII & X** – DAV Public School, Hehal, Ranchi (CBSE) | 66% & 87.4%

SKILLS

- **Analytics & BI:** Python (scikit-learn, pandas), R/RStudio, SQL, Power BI, Tableau, MS Excel (Intermediate)
- **Methodologies:** Agile & Scrum, Design Thinking, Business Process Modelling, Requirements Gathering
- **Platforms & Systems:** ERP & DQM Systems (Fortis HIS), CRM tools, RStudio
- **Certifications:** Lean Six Sigma White Belt – The Council for Six Sigma Certification (CSSC)

EXPERIENCE

Operations & Analytics Intern

Fortis Healthcare Pvt. Ltd – Gurgaon | Apr '25 – June '25

- Integrated clinical and administrative data to revamp **ERP reporting**, reducing delays by **30%** and enhancing governance compliance by **25%**
- Created and delivered key metrics via interactive **ERP-driven dashboards**, providing real-time analytics to support management and strategic planning
- Implemented compliance tracking solutions and created detailed documentation to ensure audit-readiness and process adherence, **reducing discrepancies by 25%**

Marketing Research Intern

XIRCLS – 360 | Aug '24 – Sep '24

- Conducted analysis and solution-building on market segmentation data to **support business development** and identify growth opportunities, increasing client acquisition by **15%**
- Delivered actionable **market insights** by analyzing competitor and client data using RStudio, directly supporting sales efforts that closed deals worth **,000**
- Enhanced CRM data quality by **cleaning, standardizing**, and uploading new potential client records, improving reliability for sales and outreach activities

Marketing Intern

Rhein Konsultant Pvt. Ltd. | Apr '24 – May '24

- Analyzed campaign performance data (CTR, engagement rates) across **10 campaigns** using Power BI and MS Excel dashboards, improving ad ROI by **15%**
- Supported strategic planning and monitoring of 12 campaigns to optimize ad spending and **improve CTR by 12%**
- Coordinated with 10 team members across 4 departments and external vendors to streamline campaign workflows, **reducing turnaround time by 10%**

ACADEMIC PROJECTS

Marketing Analytics – Myntra

Research & Applied Analytics | RStudio

- Analysed the full customer lifecycle (Reach, Acquisition, Conversion, Churn) using RStudio, applying channel analytics, funnel evaluation, and customer behaviour analysis across digital marketing platforms
- Utilised predictive modelling (Logistic Regression, Random Forest), RFM segmentation, cluster analysis, and discount elasticity analysis to understand **conversion drivers and customer value patterns**
- Generated marketing insights, engagement analysis, cross-sell association rules, and churn diagnostics for a framework with **lifecycle-based targeting and CRM strategy**

Medical Insurance Cost Prediction

Predictive Modelling | Python, scikit-learn

- Built a dual-model risk assessment system (Linear Regression + Random Forest) on 1,338 records, achieving **93.3% classification accuracy** to flag high-cost patients and support strategic resource planning
- Delivered EDA-driven business recommendations on cost segmentation, translating model outputs (**R² = 0.78, recall = 0.91**) into actionable risk profiling insights for stakeholders