

PRAKSHI KARKERA

DATA ANALYSIS | BUSINESS ANALYSIS | DATA SCIENCE | DATA VISUALIZATION

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SUMMARY

Data Analyst with hands-on experience in PySpark, SQL, Excel, and Power BI through internship experience at Dun & Bradstreet. Skilled in building interactive dashboards, automating reporting workflows, and performing customer segmentation and TAM analysis to support data-driven business decisions.

EXPERIENCE

Data Analyst Intern | Dun & Bradstreet India, Navi Mumbai

July 2025 – Present

- Assisted in identifying the Total Addressable Market (TAM) and customer segmentation using RFM analysis.
- Improved efficiency of TAM analysis by reusing existing workflows and templates, reducing manual effort and turnaround time by 30%.
- Built and optimized 50+ interactive dashboards and TAMs using PySpark, SQL, and Excel to support business insights and data-driven decision-making.
- Contributed to B2B use cases across sales, risk, and ESG domains.
- Collaborated with cross-functional teams to translate business requirements into actionable insights and reporting solutions.
- Supported in client delivery and presales activities by preparing data-driven insights and business presentations.
- Researched and integrated Microsoft Copilot workflows utilizing advanced prompt engineering techniques to accelerate data analysis, code generation, and documentation efficiency.
- Designed and deployed Power Automate workflows to automate repetitive data extraction and scheduled reporting pipelines, eliminating manual intervention and enhancing data consistency.

TECHNICAL SKILLS

Programming Languages: Python, SQL

Data Analysis & BI Tools: Power BI, Advanced Excel, PySpark, Tableau

Area of Interest: Data Visualization, Machine Learning, Deep Learning, Artificial Intelligence

PROJECTS

AIRBNB DATA ANALYSIS DASHBOARD (EXCEL)

- Developed an interactive Excel dashboard for analyzing Airbnb listings across neighbourhoods.
- Processed thousands of listings to extract insights on pricing, service fees, and reviews.
- Identified Queens as the best-rated area, with a max price of \$2,993 and max service fee of \$2,109.
- Visualized trends using bar charts, pie charts, and time-series analysis to aid data-driven decisions.

PIZZA SALES ANALYSIS (POWER BI)

- Analysed 50K+ pizza sales records for revenue and customer insights.
- Identified top-selling pizzas, seasonal trends, and pricing strategies.
- Strengthened expertise in data analysis, visualization, and business intelligence.

RESOLVEAI – AI COMPLAINT CLASSIFIER AND RESPONDER (LLM, ML)

- Built RESOLVEAI, an AI-powered app that classifies customer complaints by category and urgency using ML.
- It retrieves similar past issues via FAISS and generates intelligent responses using Groq's Gemma 2B LLM.
- Developed a customer portal for complaint submission and history tracking, along with an admin dashboard for status management.
- Achieved 70% faster resolution and improved satisfaction with automated, human-like replies.

FLIPKART PRODUCT DATA EXTRACTION AND PREPROCESSING (PYTHON, PANDAS)

- Scraped Flipkart mobile product data using Python, BeautifulSoup, Requests, and Pandas from multiple web pages.
- Extracted and cleaned key attributes including pricing, ratings, specifications, RAM/ROM, display, camera, and processor details.
- Created a structured CSV dataset through automated data preprocessing and feature engineering for downstream analytics.

CERTIFICATIONS

MASTERS IN DATA SCIENCE AND ANALYTICS WITH AI - ITVEDANT

Jan 2025

PYTHON FOR DATA SCIENCE – IBM

Jan 2025

DATA ANALYSIS WITH PYTHON – IBM

Jan 2025

EDUCATION

BCOM | VPM'S JOSHI BEDEKAR COLLEGE, THANE

2021-2024

CGPA: 9.0

ACHIEVEMENTS

Winner of **Thinkathon 1.0**, IQ quiz competition by Itvedant Education Pvt. Ltd., successfully passed Advanced IQ Test, followed by a Logic-Building Written Exam.

Winner of **Code Wars**, Python coding competition by Itvedant Education Pvt. Ltd.