

Name: **Pranay Kumar Pidugu**

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**Profile:** Dynamic professional Skilled in bridging Business, Finance and Technology realms. Proficient in Market Research & Financial Analytics, Data Analytics, Product development, and Process Enhancement, thriving in diverse, global environments.

## **WORK EXPERIENCE**

Name of the Company: **Metrics4Analytics Pvt Ltd**

**Time Period:** Feb 2022 –Mar 2024

Designation: **Financial Data Analyst**

**Job Role:** Delivered comprehensive financial reports Analysis for Hedge funds, Investment firms & Financial Institutions, ensuring accuracy and precision. Developed and interpreted complex financial models to inform key business decisions. Conducted detailed data analysis using advanced Excel techniques. Led a team in market research analytics and financial statement analysis. Expertise includes Market Research & Financial Analytics, Advanced Excel & Quantitative Analysis, and Financial Modelling & Data Analysis.

Name of the Company: **YQ. Social Pvt Ltd**

**Time Period:** Aug 2021 –Dec 2022

Designation: **Product Manager Generalist**

**Job Role:** In a dynamic part-time role at a startup, I played a crucial part in launching multiple SaaS products for client Dr Reddy's Labs. This involved actively engaging with clients, conducting product demonstrations, and driving sales initiatives. I demonstrated leadership by contributing innovative ideas and effectively addressing customer needs. Additionally, I spearheaded the launch of 2 products and developed 3 chatbots, showcasing my versatility and entrepreneurial spirit.

Name of the Company: Our Health Care Services Pvt Ltd

**Time Period:** 2019 July - 2020 July

Designation: **Business Associate**

**Job Role:** Managed B2B sales operations, including conducting client meetings, pitching products, and generating leads, resulting in successful negotiations and deals.

## **Academic Credentials:**

Course	Institute	University/Board	Year of Passing	Percentage / CGPA
PGDM in Business Analytics	Siva Sivani Institute of Management	AICTE	2022	68%
BA in Public Administration	Noble Degree & PG College	Osmania University	2019	81%

## **INTERNSHIPS AND PROJECTS**

Name of the Company: **Intelytica Business Analytics Pvt Ltd**

Designation: **Business Analyst Intern**

**Job Role:** Contributed to backend tech team efforts to create visually engaging data dashboards using Python and various tools. Engaged in Docify application analytics, utilizing Excel, Tableau, and pivot tables to

organize and present crucial metrics. Proficient in extracting, interpreting, and analyzing data to derive actionable insights.

Name of the Company: **Top Trove Foundation**

Designation: **General Manager Intern**

**Job Role:** Worked closely with co-founders, facilitating cross-departmental collaboration and task execution, fostering creativity, and resolving disputes. Managed time effectively, created reports, delivered presentations, and formulated growth strategies.

### **Customer Experience Research Project**

“Customer Satisfaction towards Food Service Industry with Special Reference to Zomato” - Published in the esteemed "International Research Journal of Modernization in Engineering Technology and Science.

## **POSITIONS OF RESPONSIBILITY**

- **Digital Coordinator** - Entrepreneur cell in PGDM program
- **Digital Marketing Advisor** for Ramya Construction Ltd.

## **SKILLS & TOOLS**

Proficient in **data visualization** with **Tableau & Power BI**, design with **Figma** and **Canva**, and skilled in Advanced **MS Excel** for analysis and **market research**. Familiar with Python and SQL, knowledgeable in AWS and Azure, adept in problem-solving and strategic planning, and a quick learner with a proactive approach.

Additionally, I construct intricate **financial models**, **interpret data**, and influence impactful decisions globally. Leading a team in **market research analytics**, I spearhead **financial statement analysis**, **stock pricing analysis**, and **income & revenue projections**, ensuring precise **data collection** and analysis using **Advanced Excel**.

## **ADDITIONAL COURSES**

- **Business Analytics** by **Harvard Business School** Online
- **Analytics** master Course with **Excel** and **Python**
- **Google Ads: Ultimate Google Ads Training 2021**
- **Capital Budgeting** by Equity Levers Fin Lab

## **PERSONAL INFORMATION**

Date of Birth: 31 Oct 1997

Languages Known: English, Telugu, and Hindi

Hobbies: Running, Playing Cricket, Watching Movies, Reading Books