

Pratham Saini

LinkedIn: [linkedin.com/in/pratham-saini](https://www.linkedin.com/in/pratham-saini)
Website: prathamrajsaini.com

Email: prathamrajsaini2015@gmail.com

Mobile: +91 8059860771

PROFESSIONAL SUMMARY

Dynamic professional with expertise in data analysis, business strategy, and product management. Proven ability to manage cross-functional teams and drive projects to successful completion. Seeking roles in Business Analysis, Data Analysis, or Product Management.

WORK EXPERIENCE

- **ICICI Bank** Hyderabad, Telangana
Deputy Manager *July 2023 - Present*
 - Centralized customer data with AEM's Customer Data Platform, enhancing targeted marketing and segmentation.
 - Migrated 51 offers to AEM's Offer Decisioning Engine, boosting CTA rates by 30%.
 - Led stakeholder training for new technology, improving operational efficiency.
 - Drove strategic decisions with data insights, enhancing customer experiences.
- **Heights BS** Haryana, India
Founder & Manager *May 2021 - May 2022*
 - Managed Heights BS, overseeing marketing and management of Grinus, a social media app.
 - Directed digital services, enhancing client engagement and online presence.
- **Motilal Pesticides Pvt. Ltd.** Haryana, India
Management Trainee *January 2022 - May 2022*
 - Implemented productivity improvements, increasing efficiency by 15%.
 - Developed strategic plans to enhance product quality and reduce complaints by 20%.
- **Engage n Reap** United Kingdom, Remote
Graphic Design Intern *July 2020 - September 2020*
 - Created visual assets including logos and website designs, enhancing client branding and engagement.
 - Developed and maintained the company's WordPress website, increasing session duration by 50% and conversion rates by 20%.

SKILLS SUMMARY

- **Technical Skills:** SQL, Python, Data Analysis, Data Visualization, Business Intelligence
- **Tools:** Power BI, Tableau, MS Office, Jira, Adobe Experience Manager
- **Soft Skills:** Project Management, Product Management, Team Leadership, Strategic Planning

EDUCATION

- **National Institute of Technology, Kurukshetra** Haryana, India
B.Tech in Production Engineering; GPA: 9.3 *June 2019 - June 2023*
- **Little Angels Sr. Sec. School, Sonipat** Haryana, India
XII Examination: Score: 91.0% *June 2017 - June 2019*

CERTIFICATES

- **Capstone: Retrieving, Processing, and Visualizing Data with Python:**
- **SQL Intermediate, Hacker Rank:**
- **PRISM Training, Data Analyst, Great Learning:**

PROJECTS

- **E-commerce Sales Analysis:** Analyzed sales data using SQL, identifying trends to drive business strategy.
- **Interactive Dashboard Development:** Created dashboards with Excel, Power BI, and Tableau for data visualization and decision-making.
- **Stack Overflow Data Analysis:** Executed in-depth data analysis leveraging Python on Stack Overflow datasets to discern actionable insights and trends.