

# Prateek Agrawal

APM, Saarthee Technology PVT LTD.

Assistant Project Manager with more than 7.5 years of experience in IT services & consulting Industry. Have worked on wide variety of projects and technology. Adapt with working in high paced environment. Managing multiple projects & cross functional teams consisting of 10+ individuals driving productivity & efficiency through effective planning & communication.



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## Work Experience

### Saarthee Technology, Gurgaon – Assistant Project Manager

Aug 2021 - Present

**Customer Experience Management:** Lead various analysis focused on improving overall customer experience positively affecting overall sales. Provided various interactive reports & dashboards helping our clients to take informed decision. Also, delivered actionable insights to our clients focused on timely training increasing performance of their sales agent.

- Ensuring timely delivery of high-quality deliverables by effective planning & execution. Effective communication with clients & senior management. Full ownership of the projects.
- Carried out an analysis focused on identifying factors which indicates chances of agent attrition based on earlier trends. This helped our client to increase agent retention.
- Analyzed seasonal trends across the business & informed our clients about the best months to run discount offers to increase sales.
- Conducted various analysis on voice analytics data helping our clients to understand areas of improvement.
- Analyzed various voice analytics related KPIs like sentiment & behavior scores to find out the underperforming agents who needs training. Also identified star performers whose methods can be replicated by other agents to increase overall performance.
- Analyzed various Interaction queues to check the opportunity of improvement which can help in increasing overall customer close rate.
- Calculated impact of each behavior on RGU close rates and assigned numerical weightage to each score using WOE, linear & logistic regression methodology and eliminating multi collinearity.
- Worked on Voice analytics using Nexidia tool. Also, analyzed most spoken words on sales call & created the word cloud on it.
- Analyzing Sentiment & behavior scores of sales calls & their overall impact on close rate. Also, established thresholds for behavior scores.
- Analyzed agent performance at various points in their tenure in the company establishing timeline for re-training activities.
- Leading a team of developer working on creating & maintaining multiple KPI dashboards focused on various interaction types.

**Sales & Retail Analytics:** Leading a project for sales & retail departments of our clients focused on analysis & improving overall sales. This project majorly has reporting & dashboarding tasks.

- Created a framework for portfolio management for client's dashboard repository consisting of more than 100 dashboards.
- Created interactive dashboards & reports showing various important KPIs & overall health of business. Also, worked on creating campaign tracking dashboard for various offers & discounts helping our clients with real time analysis.
- Carried out call flow analysis pin-pointing the source and milestone at which the yield is minimum & improvement is required. This helps in improving the conversion rate of calls.

**Additional Roles & Responsibilities:** Working for a startup enabled me to take responsibilities outside the scope of my project & helped in building the company.

- Involved in hiring process by actively taking interviews.
- Created various decks on data strategy, web analytics, data warehousing, etc. to be used for client pitch.
- Worked on creating LMS courses for Knime, SQL, Excel & Tableau. Mentor of LMS Courses. Also conducted various trainings.
- Involved in organizing various events & team engagement activities.
- Involved in setting various policies in the organization.
- Managing expectations & goals of my team. Helping my team grow in the organization with timely review & feedback. Conducting regular 1:1 session with the teams & my mentees.

### EXL Service, Gurgaon – Assistant Project Manager/ Consultant II

Feb 2016 – Aug 2021

**HealthCare Solutions Strategic Projects:** Worked as consultant on various strategic projects focused on improving customer retention & acquisitions.

- Build Attrition model (*using logistic regression*) to identify customers at risk of attrition for a subscription B2C product. This model was able to accurately identify 65% of customers who were at risk of attrition. Performed data preparation, univariate & Bivariate analysis & model validation.
- Analyzed our customer data to identify factors that can point to potential customers. (*look alike analysis*).
- Performed Paired T-test to analyze effectiveness of email v/s Direct Mail Campaigns.

**Visualization & Reporting:** Worked with my team on creating various interactive reports & dashboards.

- Created interactive dashboard to illustrate overall health of the business by showing important KPIs like engagement matrices, sales matrices, employee performance, customer valuation matrices, services & feedback KPIs.
- Created Voice Analytics dashboard including KPIs like NPS, CSAT, etc.

**Digital Analytics:** Worked as individual contributor & direct point of contact for the clients.

- Acted as an admin for client web analytics services.
- Created automated ETL solutions for data extraction & enrichment which enables better customer segmentation.
- Build digital analytics dashboards for determining website health to be used for campaign effectiveness tracking, content management & customer targeting.
- Performed customer fallout analysis and traffic flow analysis for analyzing customer online journey and scope of improvement.

**Data Engineering, Data Management & Data Governance:** Lead a team of data engineers and developer working on creating & maintaining various databases, data-marts, ETL processes & APIs.

- Created fully automated ETL solutions and client databases/data marts. Maintenance of customer databases & setting up monitoring alerts.
- Build a process to match customers across various lines of businesses for clients and assigned customer Ids to identify and enrich data for each customer.
- Headed a project aimed at creating a process to match business accounts (Institutions) across various lob and external data sources for enriching this data to be used for prospecting.
- Created data models & data lineage for various data sources & ETL processes.
- Created various data-marts for BI like customer-360 DM, product performance DM, etc.
- Performed resource allocation, training & goal setting for the data team together with managing the engagement budget.

**Center of Excellence:** Was part of multiple COE teams working on research & content creation.

- Was part of Visualization COE aimed at providing leadership, best-practices, training, research, support and help during the recruitment process of the organization by interviewing potential candidates and facilitate there onboarding.
- Was also a part of operational analytics COE aimed at optimizing cost of cloud migration.

## XL Dynamics. Mumbai-Associate Financial Analyst

Jun 2015 - Feb 2016

- Loan legal compliance, salability, and financial compliance checks before loan funding.
- Funding review post loan funding.
- Created loan documents using docs drawing tool after successful legal compliance and property valuation and deeds check.

## Tools & Techniques

Tools & Technique Categories	Expertise	Have good knowledge of
ETL Tool	Talend	AWS Glue
Programming Language	Python	VBA
Querying Languages	Redshift (PostgreSQL)	AWS Athena (Big data solution), Teradata
Reporting & Visualization	Tableau, Excel, PowerPoint	Power BI, Power Pivot
Digital Analytics	Adobe Experience Cloud	
Analytics Platform	Knime, Adobe Experience Cloud	
Others	Marketo (Email Marketing Tool), SFDC, AWS Services like EC2/S3/Workspace.	
Modelling Techniques	Linear Regression, Logistic Regression	Decision Tree, Random Forest
Data Governance Tool	Talend Data Catalog	
Big Data (Basic Understanding)		Hadoop, Hive, Spark, AWS Athena
Ticketing Systems	Jira, Zendesk	
Voice Analytics	Nexidia	

## Rewards & Recognition

- ❖ **Rising Star**, Quarterly Awards EXL
- ❖ **Shining Star**, Spot Awards, Retail & Media, EXL
- ❖ **Client Appreciation** for fast & error free delivery of work. Also, received Special appreciation for various PowerPoint Decks created, by client & seniors.

## Education

**National Institute of Technology, Kurukshetra 2011-2015:** B. Tech in Industrial Engineering & Management

**Christ Jyoti Senior Secondary School, Satna (M.P.) 2009-2011:** 10+2 (non-Medical)

## Profiles

**HackerRank:** @prateekagrawal61

**Kaggle:** kaggle.com/prateekagrawal111036

**Tableau Public:** <https://public.tableau.com/profile/prateek.agrawal5284>