

Prateek Agrawal

APM, Saarthee Technology

+91-8295517368

prateekagrawal111036@gmail.com

<https://www.linkedin.com/in/prateek-agrawal->

Analytics Professional with 8 years of experience in IT services, analytics & consulting Industry. Have strong background in leveraging advanced analytics to solve complex business problem. Skilled in wide variety of analytical tools & technologies. Experienced in collaborating with stakeholders to understand business need and deliver innovative solutions & compelling insights to drive informed decision making. Adapt with working in high paced environment. Managing multiple projects & cross functional teams consisting of 10+ individuals driving productivity & efficiency through effective planning & communication. Strong leadership and coaching abilities to drive project success and foster a collaborative team environment.

Work Experience

Saarthee Technology, Gurgaon – Assistant Project Manager

Aug 2021 - Present

- Managed multiple teams focused on various strategic analytical projects aimed at driving sales & increasing customer experience.
- Acted as a liaison between various teams & stockholders to understand customer needs and create an internal roadmap for project execution.
- Owned delivery of multiple projects from planning stage to effective implementation.
- Developed an agent attrition model which can predict tele sales agent attrition in next quarter with 55% accuracy by analyzing various data points like agent tenure, their past year behavior, their performance integrating with supervised & unsupervised ML algorithms.
- Analyzed seasonal trends in sales & customer interactions and informed our client about the best months to run discounts for better customer acquisition.
- Analyzed various voice analytics KPIs and created multiple dashboards that helped our client to stay informed, monitor their agent's performance and identify areas of improvement. Automated the data pipelines & reporting processes to give our client uninterrupted and interactive dashboards.
- Created a framework for managing the portfolio of our clients hundreds of cross functional dashboards.
- Participated in implementing growth strategies of my organization & designed capability development courses which are live on our LMS & now helping internal teams & our client teams to learn & grow.
- Participated in various hiring drives, setting up of applicant test processes, organization of company events and setting up internal weekly training program.
- Created various business development pitch deck and research & project papers.
- Conducted a POC on creating chat bot for interactive training program of sales agent and creating voice analytics model using ChatGPT

EXL, Gurgaon – Assistant Project Manager/ Consultant II

Feb 2016 – Aug 2021

- Consulted on strategic projects to enhance customer retention and acquisition in healthcare solutions.
- Built an attrition model using logistic regression, accurately identifying 65% of customers at risk of attrition.
- Conducted look-alike analysis to identify potential customers based on existing customer data.
- Analyzed the effectiveness of email vs. direct mail campaigns using paired T-test.
- Created interactive dashboards showcasing key KPIs for overall business health, engagement, sales, employee performance, customer valuation, services, and feedback.
- Developed voice analytics dashboard including NPS and CSAT metrics.
- Administered client web analytics services and implemented automated ETL solutions for data extraction and enrichment.
- Built digital analytics dashboards for website health assessment, campaign tracking, content management, and customer targeting.

- Performed customer fallout analysis and traffic flow analysis to improve the customer online journey.
- Led a team of data engineers, data management and governance analysts focused on creating ETL pipelines, databases, data marts, and APIs.
- Developed automated ETL solutions and maintained client databases, including setting up monitoring alerts.
- Designed and led a process to match customers across different business lines, assigning customer IDs for data enrichment. Created a customer 360 database to identify prospects as well as retention, win back & cross sell opportunities.
- Created data models and data lineage for multiple data sources and ETL processes which helped in setting up the data governance program.
- Contributed to the Visualization COE, providing leadership, best practices, training, and support, and participating in the recruitment process.
- Participated in the operational analytics COE, focused on optimizing the cost of cloud migration. Also, contributed in creating the research paper.

XL Dynamics, Mumbai-Associate Financial Analyst

Jun 2015 - Feb 2016

- Conducted thorough legal compliance and financial compliance checks for loan funding.
- Reviewed loan funding and created loan documents using a documentation drawing tool after ensuring successful legal compliance, property valuation, and deeds checks.

Skills

- ETL Tool: Expertise in **Talend** and good knowledge of **AWS Glue**.
- Programming Language: Experience in **Python and VBA**.
- Querying Languages: Proficient in **Redshift (PostgreSQL)** and have good knowledge of **Teradata**.
- Reporting & Visualization: Proficient in **Tableau, Excel, and PowerPoint**. Familiarity with **Power BI**.
- Digital Analytics: Experience with **Adobe Experience Cloud**.
- Analytics Platform: Proficient in **Knime**
- Modelling Techniques: Strong knowledge of various ML algorithms like Linear Regression, Logistic Regression, Decision Tree, Random Forest, Naïve Bayes regressor, K-means, etc.
- Data Governance Tool: Proficient in **Talend Data Catalog**
- Big Data: Basic understanding of **Hadoop, Hive, Spark, and AWS Athena**.
- Ticketing Systems: Experience with **Jira and Zendesk**.
- Voice Analytics: Familiarity with **Nexidia and Call Miner**
- Project Management tool: Experience in **MS Project**
- Other tools: Familiarity with **Marketo** (Email Marketing Tool), **SFDC**, and **AWS services like EC2/S3/Workspace**.
- Data management practices and principles
- Stakeholder engagement and communication
- Project planning and delivery
- Coaching and leadership

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 to 2015: B. Tech in Industrial Engineering & Management

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

Indian Institute of management, Rohtak - 2023: Pursuing certification course in Advanced Project Management