Prasad Ambekar

Consultant | MBA | IT Engineer

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ABOUT ME

Having an IT Engineering background and an MBA from IIM Bodh Gaya, I serve as a Consultant at Kantar Analytics. My expertise lies in social and search data analytics, enabling me to derive consumer insights and pinpoint emerging trends. My academic qualifications enhance my abilities in product lifecycle management and customer-oriented product development, and I have developed strong UI/UX design skills.

EXPERIENCE

Kantar Analytics Practices, Bangalore
Consultant   **Aug 2023 - Present**

- Led the end-to-end delivery of 10+ successful digital projects across diverse industries, specializing in top FMCG clients, particularly in the Beverage sector, Airline sector and leading banking giants.
- Utilized **text analytics**, **brand positioning**, and **trend analysis** to interpret large datasets, combining data-driven storytelling with impactful visualizations to generate actionable insights, achieving over 90% client satisfaction.
- Conducted comprehensive **data analysis** for clients using Excel, SQL, and Python, uncovering actionable insights across brand positioning, campaign performance, marketing analytics, customer segmentation, retention strategies, and revenue enhancement.
- Delivered impactful business insights through **in-depth reporting** & Power BI dashboards, enabling strategic, data-driven decision-making.
- Managed key projects for reputed clients including Heineken, Nestle, Unilever, and Accor, ensuring successful project execution.
- Facilitated comprehensive **market exploration** for Heineken in Singapore through detailed trend analysis.
- Conducted around 30 feasibility checks on over various products to ensure precise and timely outcomes.
- Recognised for independently managing challenging tasks with a high degree of accuracy and minimal oversight.
- Applied **predictive modelling** techniques to generate valuable insights related to pricing and distribution strategies.

INTERNSHIPS

Advisor Zaroori Hai, Mumbai
Management Trainee   **Apr 2022 – May 2022**

- Directed a team of interns to create impactful social media strategies, achieving a 56% increase in the organization's online presence.
- Contributed to the development of AZH's fintech platform by **designing wireframes** for both the website and mobile application.
- Conducted comprehensive market research and competitor analysis to devise creative marketing strategies.
- Collaborated with various organizations to organize workshops focused on financial literacy and investor education.

CereLabs, Mumbai
AI Intern   **Jun 2020 – Jul 2020**

- Participated in the **UI design and development** of a chatbot aimed at processing and analysing user inquiries to deliver accurate responses stored in the associated database
- Employed programming languages including **JavaScript**, **HTML**, and **CSS** to effectively design and construct the chatbot.
- Developed a Python module for **text processing** utilizing AI methodologies, including deep learning techniques.

SKILLS

- **Technical Skills:** Azure Databricks, Python, Machine Learning, Text Processing, SQL, Advance Excel, Google Sheets
- **Market Research Skills:** Google Analytics, Google Trends, Google Ads, BrandWatch, Qualitative Analysis
- **Data Visualization Skills:** Power BI, Tableau, PowerPoint, Google Docs, Excel Dashboard, Word, Insights Reporting
- **Organisational Skills:** Agile Project Management, Collaboration, Delegation, Project Planning
- **Soft Skills**: Communication, Team Management, Problem Solving, Critical Thinking, Presentation, Analytical Thinking, Curiosity

EDUCATION

MBA	Indian Institute of Management, Bodh Gaya	2023
BE	Vasantdada Patil Pratishthan's College of Engineering & Visual Arts	2021
HSC	Maharashtra State Board	2017
SSC	Maharashtra State Board	2015

CERTIFICATIONS

- Databases and SQL for Data Science with Python (by IBM)
- UX Design: From Concept to Prototype (by University of Michigan)
- Getting Started with PowerBI Desktop (by CPN)
- Tableau 2020 A-Z: Hands-On Training for Data Science (by SDS)
- Fundamentals of Digital Marketing (by Google Digital Garage)
- Machine Learning for all (by University of London)

CASE STUDY

Developing An Assistive Sales In-Store Solution	2023
Revamping Dominos app to acquire & retain customers	2022

ACHIEVEMENTS

- Runner-up for T-shirt Designing Competition held at Kantar Analytics Practices. — 2024
- Published a paper - Rani Bane, Yashoda Eknarayan, Prasad Ambekar. **"HiReME: Video Interview Bot"** International Research Journal of Engineering and Technology (IRJET)|Vol. 8, Issue 4| April 2021 under the guidance of Professor Darshan Tambe. — 2021
- Published a paper - Rani Bane, Yashoda Eknarayan, Prasad Ambekar. **"Study on Video Interview Analysis"** IJSRD – International Journal for Scientific Research & Development| Vol. 9, Issue 2, 2021 — 2021