

# Pranit Kumar

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## BUSINESS ANALYST

Business Analytics M.S. candidate at UCLA with hands-on experience in **SQL**, **Snowflake**, **Tableau**, and **Power BI**. Proven ability to translate complex data into actionable insights, inform **product strategy**, and drive process redesign reducing cycle times by 60%. Skilled in **market research**, **competitive analysis**, and cross-functional collaboration across engineering, design, and business teams. Passionate about **AI-driven analytics** and building **agentic AI systems**. Seeking a **Product Management** internship at a cloud data platform.

## PROFESSIONAL EXPERIENCE

### ACCENTURE

2020 – 2025

*Business Architecture Associate Manager*

*Gurugram, India*

- **Business Process Analysis** | Led insurance platform modernization using Visio to document current and future-state workflows, identifying operational and system inefficiencies that clarified improvement priorities and streamlined the redesign effort.
- **Requirements Elicitation** | Documented **BRDs** and **FRDs** for an AWS-based transformation of legacy insurance systems; leveraged **Agile** practices in **JIRA** and Confluence to deliver implementation-ready artifacts aligned with strategic objectives.
- **Gap Analysis** | Performed gap analysis and risk assessment across underwriting and policy issuance workflows, reducing cycle time by ~60% through process and system improvements.
- **Data Analysis** | Analyzed ~100K+ CRM and behavioral records using **SQL**, Excel, **Tableau**, and **Python** to uncover customer engagement patterns, segment high-value cohorts, and inform campaign redesign-enabling more accurate post-implementation performance tracking.
- **Product Development** | Conducted **market research** and **competitive analysis** to build a travel benchmarking analytics platform in **Python**, consolidating fragmented datasets and delivering insights that informed pricing and marketing campaigns, generating \$300K in application sales.
- **Team Leadership** | Led a team of 17 Business Analysts within Accenture's Center of Excellence (CoE) to drive growth and engagement initiatives, reducing operational training costs by 12%.

*Business Architecture Team Lead*

*Gurugram, India*

- **Stakeholder Management** | Collaborated with senior executives to analyze 150+ applications for a ~\$1.5M USD proposal, aligning **product strategy** with business objectives and presenting findings and recommendations to senior management to support high-value digital transformation initiatives.
- **KPI Monitoring & Reporting** | Acted as liaison across engineering, design, and marketing teams; used **Power BI** dashboards and **UX** principles to define **KPIs**, monitor performance, and present data-driven recommendations to senior management, reducing approval cycle time.

### TATA CONSULTANCY SERVICES

Nov 2013 – Feb 2019

*Information Technology Analyst*

*Kolkata, India & Melbourne, Australia*

- **Data-Driven Decision-Making** | Developed a value-added service algorithm in SAP ABAP by analyzing 20K+ customer consumption records via **SQL** and integrating **Python**-based preprocessing to personalize service recommendations, enhancing **user experience** and boosting the customer base by 18% and revenue by ~1.2M AUD.
- **Process Automation & Efficiency** | Automated the manual customer notification process for overconsumption of energy (gas and electricity) through SAP ABAP Workflows and integrated Python scripts to build repeatable reporting frameworks for new customer engagements worth 68,000 AUD over 6 months.

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

Jan 2026 – Present

*Graduate Research Assistant*

*Los Angeles, CA*

- **LLM Impact on Reviews** | Investigating the effect of **Large Language Models** on user-generated reviews; applying **NLP** and statistical methods, including **entropy scoring** and **AI likelihood scores**, to quantify AI-driven shifts in review authenticity, language patterns, and consumer perception across large-scale datasets.

## PROJECTS

### NFL Fourth-Down Decision Analytics - Beyond the Punt

2025

*University of California Los Angeles*

- Built an end-to-end **ETL pipeline** on **GCP** using **Apache Airflow** (Cloud Composer) to orchestrate **PySpark** transformations on 3.13GB of NFL play-by-play data (1999-2025); loaded curated **Parquet** fact tables into **Snowflake** and built an interactive **Tableau** dashboard to visualize a Fourth-Down Decision Matrix across team, season, and situational game-state variables; applied **data engineering** principles throughout the pipeline design.

### AGENTIC AI SYSTEM for Music Trend Detection

Feb 2026 – Present

*University of California Los Angeles*

- Built a LangGraph-orchestrated multi-agent pipeline to scrape global streaming charts (Kwordb), engineer trend-momentum metrics, and detect tracks across 3 markets (LastFM, Spotify, Billboard) using Python and LLM agents (GPT-4.0 mini, LLaMA 3).

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Dec 2026

*Master of Science, Business Analytics | GPA: 3.9/4.0 | Los Angeles, CA*

**Achievements:** VP, Tech Industry Team | Captain, Intramural MSBA Volleyball

### GREAT LAKES INSTITUTE OF MANAGEMENT

Mar 2020

*Master's in Business Administration, Analytics and Marketing | GPA: 3.33/4.0 | Magna Cum Laude | Chennai, India*

### MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

Jul 2013

*B.S., Computer Science and Engineering | GPA: 8.8/10.0*

## SKILLS & CERTIFICATIONS

**Technical:** SQL (MySQL, PostgreSQL), Python, **Snowflake**, **Tableau**, **Power BI**, AWS EC2, GCP, PySpark, Airflow, Alteryx, SAP ERP, Guidewire, SPSS, Parquet

**Product & Analytics:** A/B Testing, KPI Definition, Market Research, Competitive Analysis, Product Strategy, Product Design, UX Principles, Machine Learning, Agentic AI, LLM, Wireframing, Roadmap Planning, Feature Prioritisation, User Stories, User Persona

**Process & Project Management:** Agile, Waterfall, JIRA, Confluence, Rally, BRD/FRD, Gap Analysis, Root Cause Analysis, UAT, Risk Management, Scope Definition