

PRACHI GUPTA

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Product & Data Analytics | Behavioral Research | SQL · Python · Tableau | [Portfolio](#) | [LinkedIn](#) | [GitHub](#) | [Medium](#)

OPT authorized · STEM extension eligible (36 months)

EDUCATION

Pace University, Lubin School of Business — New York, NY May 2026

MBA, Business Analytics | GPA: 3.95

Symbiosis College of Arts and Commerce — Pune, India June 2018

MA Economics | GPA: 7.5 / 10

Delhi University — Delhi, India June 2016

B.Com (Hons) | GPA: 7.9 / 10

RESEARCH & PRODUCT WORK

"Lost in the Learning Loop" — Independent Mixed-Methods Study Feb – Apr 2026

- Designed end-to-end research study (survey n=20 + 4 moderated interviews) to investigate learning abandonment on self-directed platforms; framed as a product diagnostic, not an academic exercise.
- Identified four behavioral archetypes (Decided, Searching, Drifting, Moving) and isolated the single variable separating completion from abandonment: whether learners could articulate identity-level outcome of the course.
- Translated findings directly into a product redesign proposal for LinkedIn Learning, new onboarding flow, context-aware chatbot logic (LINX), and a retention trigger mechanism (Commitment Echo). Prototype live on Figma.
- Case study published April 2026 on Medium; received unsolicited engagement from senior UX researchers at CGI and NHS Digital, used feedback to sharpen product framing.

PROFESSIONAL EXPERIENCE

Deloitte USI — Data Management Analyst Feb 2022 – Aug 2023

Bengaluru, India | EU & APAC Client Delivery Team

- Owned KPI dashboard delivery for 8-person EU partner team, translated non-technical stakeholder requirements into Power BI + Salesforce reporting infrastructure used weekly for executive decision-making.
- Acted as the translation layer between business users and engineering ran iterative feedback rounds to surface unspoken requirements, reducing revision cycles and aligning delivery to actual user needs.
- Extracted, transformed, and validated large-scale datasets using SQL and Python; maintained data quality standards across ETL pipelines feeding live partner dashboards.

GlobalData Research Center — Economic Research Analyst Nov 2019 – Feb 2022

Hyderabad, India

- Built and maintained a Tableau dashboard tracking 20+ economic indicators across 90+ countries; incorporated stakeholder-requested filters and design changes through structured feedback rounds, an applied product iteration process.
- Synthesized macroeconomic data into monthly executive research reports consumed by institutional clients; developed repeatable templates that cut report production time across the team.
- Tracked COVID-19 economic impact across 45+ nations, managed live data updates, version control, and stakeholder communication under high-frequency publishing deadlines.

StoriedData Inc. (GUUT) — Data Analyst Intern Jun – Dec 2025

New York, NY

- Scoped and executed competitive analysis across 6 analytics platforms, mapped feature gaps, documented friction in product workflows, and synthesized findings into a prioritized product strategy brief.
- Conducted UX gap analysis across dashboard iterations; ran usability testing and validated design fixes against defined user requirements.

KEY PROJECTS

LINX: LinkedIn Learning Redesign | Figma · UX Research & Design

2026

- Research-grounded redesign of LinkedIn Learning onboarding. Designed identity-first onboarding flow, context-aware chatbot using LinkedIn profile data, network insight feature, and Module 2 retention trigger. Full interactive prototype live on Figma.

Learner Journey: OULAD Analytics | Tableau · Python

2026

- Analysed 32,593 Open University learners; found withdrawal rate exceeded failure rate, reframed the problem from performance to course design. Built 3-part Tableau story with retention recommendations. Live on Tableau Public.

Labor Market Strategic Framework | Tableau · BLS JOLTS Data

2025

- Analysed 126 months of BLS JOLTS data; built custom metrics (TAP, Unfilled Rate, Investment Risk Score) revealing Healthcare requires 2.3× recruiting effort vs. Construction. Interactive dashboard enabling data-driven workforce expansion decisions.

Germany Energy Transition Analysis | Python · Jupyter

2025

- 17-year cross-sector regression study. Electricity costs explain only 13–19% of manufacturing output decline (R^2 0.13–0.19); prioritised analytical rigour over hypothesis confirmation.

Thyroid Cancer Risk Prediction | R Programming

2025

- Random Forest model on 3,700+ patient records; 71.74% accuracy. Identified radiation exposure, iodine deficiency, and family history as dominant predictors.

SKILLS

Analytics & Data: SQL · Python (Pandas, Matplotlib) · R · Tableau · Power BI · Excel · Statistical Modelling · Regression Analysis · A/B Testing

Research Methods: Moderated Interviews · Survey Design · Usability Testing · UAT · Competitive Analysis · Thematic Analysis · Affinity Mapping · Mixed Methods

Product & Tools: Figma (Wireframing · Prototyping) · Salesforce CRM · HTML/CSS · User Journey Mapping · Onboarding Design · Retention Analysis · KPI Development · Requirements Gathering

Certifications: Google Analytics Certified · Bloomberg Market Concepts