

Pranay Asolla

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EDUCATION

Texas A&M University, Mays Business School	College Station, Texas
<i>Master of Business Administration</i>	May 2026
<i>Master of Science in Analytics (STEM)</i>	May 2026
Indian Institute of Technology (B.H.U) Varanasi	India
<i>Bachelor of Technology in Mechanical Engineering</i>	May 2018

EXPERIENCE

Advanced Technological Services	India
<i>Strategic Business Development and Analytics Coordinator</i>	October 2023 – May 2024
<ul style="list-style-type: none">• Spearheaded business process optimization through advanced data analysis using python, stakeholder alignment and strategic thinking to achieve efficiency gains of 33% in resource allocation• Directed a team of four associates in identifying and capitalizing on a key market gap by developing and launching a new innovative product offering, generating an additional \$100K in YoY revenue• Conducted quantitative analysis and segmented client databases by demographics to derive actionable business insights and improvise the business model, leading to a 20% increase in customer acquisition• Demonstrated strong communication and interpersonal skills by effectively collaborating with clients and leadership, to enhance client experience, resulting in a 15% increase in client retention• Introduced innovative marketing methodology by identifying key client behavior trends, led cross-functional teams to execute campaigns that achieved 10% growth in customer reach on digital platforms	
Touch World IT Services Private Limited	India
<i>Business Development and Data Insight Associate</i>	November 2022 – September 2023
<ul style="list-style-type: none">• Facilitated cross-functional collaboration by developing Power BI dashboards for project management, resulting in a 20% reduction in project completion time and 10% increase in project adoption• Led data-driven initiatives to optimize sales processes and customer engagement strategies, resulting in a 15% increase in successful deal closures and driving business value through enhanced sales performance	
Advanced Technological Services	India
<i>Data science program lead</i>	June 2018 – October 2022
<ul style="list-style-type: none">• Designed and delivered data analytics course content, training over 1,000 individuals in database management tools such as python, SQL and achieving 90% promoter score• Championed diversity and inclusion by introducing problem- and project-based learning methods, which were adopted company-wide, achieving the highest client engagement rate in 5 years	

LEADERSHIP & INVOLVEMENT

Sahyog club, Guria foundation, Gyaan Udhyaan	India
<ul style="list-style-type: none">• Core member of founding teams focused on empowering underprivileged women, children, and youth through book donation drives, fundraising, and events across five public schools and four villages	
Rakshak foundation	India
<ul style="list-style-type: none">• Authored a research report on farmer incomes with the Government of India, identifying key financial challenges and providing strategic recommendations to improve farmers' livelihoods	

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Programming (C, Python, SAS), Databases (SQL Server, Pandas in Python, Advanced Excel), Data Visualization (MS Power BI), Machine Learning, MS Office Suite, Generative AI (data camp)
Interests: Movies (Sci-fi, Drama, Biopics), Badminton, Nature Trekking