

PRAPTI DAHAL

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EDUCATION

Clark University — M.S. Business Analytics (Marketing Analytics) | GPA: 4.0 | May 2026

Relevant Coursework: Statistical Modeling & Regression, Machine Learning, Business Intelligence & Reporting, SQL & Database Management, Data Visualization (Tableau, Power BI), Consumer Insights & Segmentation, Python Programming

Honors: Beta Gamma Sigma | Beta Alpha Psi | Dean's Scholarship

Nepal Commerce Campus — B.B.A. Marketing | Dec 2023

TECHNICAL SKILLS

Analytics & Data Science: Statistical Modeling, Machine Learning, Predictive Modeling, Data Labeling & Annotation, QA Testing & Edge Case Analysis, Data Pipeline Validation, Pattern Recognition, SQL (Joins, CTEs, Window Functions), Python (Pandas, Scikit-learn, SMOTE, XGBoost), PySpark

Business Intelligence & Reporting: KPI Dashboard Development, Pipeline & Forecast Reporting, Funnel Analysis, Conversion Rate Tracking, Customer Segmentation, Ad Hoc Analysis, Tableau, Power BI, Looker Studio, Excel (Pivot Tables, VLOOKUP, Power Query), KNIME

Operations & Tools: Salesforce CRM, Google Analytics (GA4), Cross-Functional Analytics Support, Go-to-Market Strategy, Process Documentation & Playbook Development, Agile Methodologies, Data Storytelling, Translating Data into Clear Stakeholder Narratives

PROFESSIONAL EXPERIENCE

Clark University | Graduate Assistant, School of Business

Sep 2025 – May 2026

- Performed QA and validation of user and program performance data across 50+ student records per cycle, identifying inconsistencies and ensuring accuracy and completeness of all reporting systems before delivery to executive leadership.
- Built and maintained KPI dashboards (Tableau, Power BI) across 3+ departments, collaborating with stakeholders to surface actionable insights, translate findings into compelling executive presentations, and reduce manual reporting effort by ~25%.
- Developed internal process documentation and operational playbooks, coordinating cross-functional teams to implement improvements that enhanced data consistency and reporting efficiency across 100+ student records.

Advanced College of Engineering & Management | Associate, Research & Innovation Unit

Jun 2023 – Feb 2024

- Conducted market research, competitive analysis, and customer segmentation across 4+ product lines, synthesizing multi-source data into structured reports and executive-ready presentations that drove a 30–40% increase in investor engagement.
- Monitored KPI reporting and data pipelines across 5+ channels, flagging inconsistencies and surfacing actionable signals that contributed to a 15% improvement in audience reach and go-to-market execution over 8 months.
- Built internal documentation and implementation roadmaps for strategic initiatives, coordinating across strategy, commercial, and product functions to track milestones and ensure data outputs were accurate and stakeholder-ready.

Mirai Global Education & Visa Services | Data Manager Associate

Dec 2022 – Jun 2023

- Cleaned, audited, and validated CRM and inquiry data across 500+ student pipelines, eliminating discrepancies and improving data accuracy by 20% and operational efficiency by 30% to ensure completeness before delivery.
- Analyzed inquiry-to-conversion funnel data to identify pipeline drop-off points and operational inefficiencies, preparing data-driven performance recaps for 10+ stakeholder meetings that informed partnership strategy and platform improvement decisions.

RELEVANT PROJECTS

Predicting ICU Bed Utilization Using Machine Learning | Python, Scikit-learn, SMOTE | 2025

- Analyzed multi-source hospital resource datasets to forecast ICU utilization and identify high-strain periods, building predictive models (97% accuracy, 92% recall) and translating outputs into structured operational planning recommendations for cross-functional stakeholder review.

Estimating Telemedicine Satisfaction Using Indirect Indicators | Python, XGBoost, Linear Regression | 2025

- Validated and analyzed CMS Medicare utilization and clinical demographic data across 10K+ patient records to model telemedicine adoption, identifying key behavioral drivers and developing scenario-based recommendations to support digital health platform expansion strategy.

Predicting Spotify Song Popularity Using Audio Features | Python, PySpark, Scikit-learn | 2025

- Built and validated end-to-end data pipelines processing 100K+ records, performing QA checks on feature consistency, conducting competitive feature analysis to surface the strongest engagement drivers, and preparing structured conclusions for cross-functional review with 82% model accuracy.