



Animesh Maity

Entry Level Data Analyst

Contact Details (Location Email ID Phone Number)	Digital Credentials (Portfolio Projects Personal Brand)	Personal Details
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 maity.animesh157@gmail.com	 </> https://github.com/Animesh258/data-analyst-portfolio	 Gender: Male
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PROFESSIONAL SUMMARY: The Ani-Lytic Arc

Analytical professional with 5 years of non-traditional experience, **driven by a philosophy ("The Ani-Lytic Arc")** to bridge **Creative Design** with **Analytical Precision**. Proven ability to transform complex data into visually intuitive and actionable insights. Proficient in **Excel (Advanced)**, **Power BI**, **SQL (Basic)**. Seeking a Data Analyst role to leverage foundational data management experience (Cyber Crime Back Office) and portfolio expertise in **Data Modeling** and **Visual Storytelling** for high-impact business solutions.

KEY SKILLS & TOOLS

Category	Proficiencies
Business Intelligence	Excel (Advanced), Power BI , Data Visualization , Data Storytelling, Reporting, Charting, Canva, PowerPoint (Visual Design)
Data Management	SQL (Querying, Aggregation), Excel (Pivot Tables, Power Query, VLOOKUP/SUMIFS), Data Cleansing
Methodologies & Collaboration	Star Schema, ETL, Medallion Architecture (Bronze-Silver-Gold), KPI Definition, EDA, GitHub (Version Control)
Programming Language	Python (Basics), Feature Engineering

RELEVANT EXPERIENCE

Back Office Volunteer (Contractual) Cyber Crime Department, Kolkata, West Bengal (2015 – 2025)

- Managed the end-to-end **digitization** process for high-volume case files, successfully transitioning thousands of hard-copy records to a structured digital database.
- Utilized **Microsoft Excel** extensively to standardize, validate, and clean data fields (dates, case IDs, categorization), ensuring integrity for sensitive records.
- Gained foundational exposure to **data patterns** and inherent narrative by categorizing crime types, serving as the major inspiration for the transition to Data Analysis.

DATA ANALYSIS POC Projects (GitHub Repo)

1. Cyber Crimes in India 2024 (Mock Data Analysis)

- Project Focus:** Implemented a full **Bronze-Silver-Gold** data pipeline workflow on simulated cybercrime data for robust, analytical reporting.
- Actions:** Used **Power Query** and **Excel** for data cleaning and transformation (Silver Layer). Built a **Star Schema Data Model** (Fact/Dimension tables) in **Power Pivot** for analysis (Gold Layer).
- Results:** Developed an interactive **Excel dashboard** supporting deep **Exploratory Data Analysis (EDA)** of crime trends across geography, type, and time, showcasing proficiency in data architecture.

2. E-Commerce Sales Analysis: Discount Strategy Recommendation (Excel)

- Project Focus:** Analyzed rising sales and declining profit margins to recommend a revised discount strategy, demonstrating expertise in business analysis using only Excel.
- Actions:** Executed a complete data pipeline using advanced **Excel Formulas** (VLOOKUP, SUMIFS), **Pivot Tables**, and **Slicers**. Performed **Feature Engineering** (Customer Lifetime Value, Repeat Customer flag).
- Results:** Identified a direct link between discounts over 20% and negative margins. Delivered **three actionable recommendations** projected to improve margin realization by focusing on upselling to the **93.99%** repeat customer base.

EDUCATION

Bachelor of Science (B.Sc.) with Computer Science Calcutta University, Kolkata, West Bengal, July 2020

ANALYTICAL DEVELOPMENT & INITIATIVE

- Self-Directed Skill Acquisition**
- Portfolio & Branding Design:** Developed the "**Ani-Lytic Arc**" personal portfolio website using **React/Tailwind** for visual impact; leveraged **Prompt Engineering** for assistance and **Google Scripts** for automation.