

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.