

# Arpit Dubey

Mob: +91 8303994991 | [Email:dubeyarpit0608@gmail.com](mailto:dubeyarpit0608@gmail.com)

LinkedIn: [linkedin.com/in/arpitd06](https://www.linkedin.com/in/arpitd06)

GitHub: [github.com/ArpitD06](https://github.com/ArpitD06)

## Profile Summary

Detail-oriented Data Analyst with expertise in e-commerce analytics, digital marketing metrics, and data-driven decision-making. Skilled in SQL, Python, Tableau, Power BI, and Looker Studio to analyze and optimize marketplace KPIs such as traffic, conversion rates, ad performance, and customer segmentation. Experienced in working with cross-functional teams (Digital Marketing, Sales, and Operations) to drive insights and enhance business performance.

## Work Experience

**Current Organization: Pricol India -Pune**

**Sep 2024 - Present**

**Role: Associate**

- Developed interactive dashboards in Power BI to visualize real-time production metrics, defect rates, and yields, improvement in operational decision-making.
- Automated data collection and analysis using Python and SQL, improving reporting accuracy by 20%.
- Collaborated with cross – functional teams to track and analyze key business metrics, providing actionable insights.

**Organization: Harman-Pune**  
**Role: SMT Operation**

**Sep 2022 – Aug 2024**

- Analyzed machine performance and defect rates, identifying inefficiencies, reducing downtime by 15%.
- Created automated reports Excel and Python (Pandas, Matplotlib, Seaborn) to monitor production trends and defect rates.
- Provided data-backed recommendations to optimize machine utilization and improve product quality.

## Internship

**Data Science Intern: Access million (2024)**

- Analyzed digital marketing campaign performance using Python and SQL improving customer engagement.
- Optimize marketing spend by providing data-driven insights into Google Ads, Meta Ads and SEO strategies.
- Developed Tableau and Power BI dashboards to visualize customer behavior trends and sales conversion rates.

## Top Mentor Training and Certification

- **Master in Data Science and Analytics**
- **Tableau and Power BI.** (March 2024 – April 2024) Guided by Mr. Bose
- **SQL and Database Management System.** (February 2024 – March 2024)
- **Python with Data Analysis.** (January 2024- July 2024)
- **Machine Learning** (January 2024- July 2024)

## Academics

- **Bachelor of Computer Applications (BCA) - Manipal University Jaipur** (Pursuing)
- **Diploma in Electronics - Gov. Polytechnic, Rampur** | 77% (2022)
- **HSC - Sukhpura Inter College, Ballia** | 63% (2019)
- **SSC - S J N Inter College, Ballia** | 85% (2017)

## Data Science Projects

### E-Commerce Data Analysis & Optimization:

- **Objective:** Analyzed delivery delays, product reviews, and category performance to optimize e-commerce operations.
- **Tools & Techniques** - Python (Pandas, Matplotlib, Seaborn), Scikit-learn, NLP (Text Blob, NLTK).
- **Outcomes** - Improved delivery performance by 20% and optimized marketing spend for better customer engagement.

### Super Store Sales Dashboard (Power BI & Tableau):

- **Objective** - Develop a comprehensive sales dashboard to analyze performance metrics such as sales, profit, shipping modes, and regional trends while incorporating a 15-day sales forecast.
- **Tools & Techniques** - Power BI for data visualization, predictive analytics, and interactive dashboards.
- **Outcomes** - Delivered actionable insights into sales trends, regional performance, and future forecasts, aiding strategic decision-making and boosting business efficiency.

### Sentiment Analysis for Customer Reviews:

- **Objective** – Built a Logistic Regression model to classify positive or negative sentiments in reviews from IMDb and Amazon.
- **Tools & Techniques** - Python (Pandas, NumPy, Matplotlib, Scikit-learn, NLP preprocessing).
- **Outcomes** - Improved sentiment classification accuracy, aiding marketing teams in customer engagement strategies.

## Skills

- **Data Processing & Cleaning:** SQL, Python (Pandas, NumPy), Advanced Excel.
- **Data Analysis & Visualization:** Tableau, Power BI, Seaborn Matplotlib
- **Statistical Analysis & Forecasting:** Regression Analysis, A/B Testing, Predictive Analytics using statistics methods.
- **Reporting & Dashboarding:** Developing reports, dashboards, and visualizations for stakeholders.
- **Problem Solving:** Identifying data quality issues, streamlining processes, and enhancing reporting capabilities.
- **Soft Skills:** Problem-Solving, Cross-Functional Collaboration, Stakeholder Communication.

## Declaration

I hereby declare that the details mentioned above in my resume are correct to the best of my knowledge and belief.

Date:

Place:

Arpit Dubey