AYUSH DASGUPTA

Data Analyst | Business Intelligence | Machine Learning

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EDUCATION

Bachelor of Technology - Aerospace Engineering

Vellore Institute of Technology, Bhopal | 2021 – 2025 | CGPA: 7.41

Higher Secondary Education

Jindal School, Soyabali | 2020 – 2021 | 78.4%

PROFESSIONAL EXPERIENCE

PRODUCT GROWTH INTERN

PRISM | Berkeley, USA (Remote) | March 2025 – June 2025

- **User Research & Analytics:** Conducted comprehensive user research and feedback analysis with 100+ visually impaired users, leveraging statistical methods to guide product iterations for the 14th version of Prism's identification platform
- **Data-Driven Growth:** Led data analysis initiatives for user engagement metrics, resulting in 30% improvement in user testing participation and enhanced usability insights through quantitative analysis

AVIONICS ENGINEER

STARLAB | Surat, Gujarat, India | March 2023 – April 2023

- **Systems Analytics:** Designed and developed data collection systems for 1U CubeSat (IOTA SQUARE) with integrated environmental sensing for forest fire detection and management
- **Process Optimization:** Led antenna PCB design process using data-driven methodology, resulting in prototype now utilized across 7 product lines organization-wide
- **Technical Implementation:** Utilized C++, Arduino IDE, and data simulation tools for component integration and performance analysis

PROJECTS

TATA SALES DASHBOARD | Power BI, Excel, DAX, SQL | December 2025

- **Business Intelligence:** Developed comprehensive sales analytics dashboard analysing revenue trends, profit margins, and key performance metrics for TATA sales data
- **Data Visualization:** Created interactive Power BI dashboards with 15+ KPIs, enabling stakeholders to make data-driven decisions
- **Sales Performance Analysis:** Implemented time-series analysis to track revenue trends and identify seasonal patterns
- **ROI Impact:** Delivered actionable insights leading to improved sales forecasting accuracy

LOAN ELIGIBILITY PREDICTION MODEL | Python, Pandas, NumPy, Matplotlib | June 2024 - July 2024

- **Machine Learning:** Built predictive model using classification algorithms (Random Forest, Logistic

Regression) to assess loan eligibility with 85% accuracy

- **Data Preprocessing:** Implemented comprehensive data cleaning protocols handling 100% of missing values across 50+ categorical variables, reducing preprocessing time by 30%

- **Statistical Analysis:** Conducted exploratory data analysis (EDA) on 1M+ data points, identifying key customer behavioural patterns and risk factors

- **Business Impact:** Increased targeted marketing efficiency by 20% through customer segmentation and risk profiling

- **Automated Reporting:** Deployed automated model performance tracking system accessed weekly by analytics team, improving cross-departmental collaboration

ACHIEVEMENTS & CERTIFICATIONS

- **Smart Indian Hackathon 2023-24:** Finalist - Data-driven solution development

- **Smart Indian Hackathon 2024-25:** Semi-Finalist - Analytics and machine learning implementation

- **Deloitte Data Analytics Job Simulation:** Completed comprehensive training in business analytics and data visualization