Souvik Ghosh

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Education

•	CMSA Computer Science	[2023]
•	CBScACemputer Science	[2021]
•	9 Class XII	[2018]
•	9Class X	[2016]

Project Experience

Customer Segmentation using K-means Clustering

[16/03/2023]

- Language: Python
- Libraries: Pandas, NumPy, Matplotlib, Seaborn, SciPy, scikit-learn
- Algorithm: K-Means Clustering
- Dataset: OnlineRetail.xlsx (UCI Machine Learning Repository)
- **Description:** Analyzed a UK-based online retail's transactional data (from 1st December 2010 to 9th December 2011) to segment customers based on Recency, Frequency, and Total Monetary Spending. The objective was to identify valuable and loyal customers to improve business strategies. Customer segmentation, when applied correctly, can yield significant positive outcomes.

Skills

- **Programming Languages:** C, C++, Java, Python, Data Analysis using Python
- Operating Systems: Windows, Linux, Android
- Packages: SCILAB, Pandas, scikit-learn, SciPy
- DBMS: Oracle, MySQL, SQLite
- Areas of Interest: Data Science, Machine Learning, Big Data Analytics, Algorithms

Achievements

• Qualified in GATE 2023 with All India Rank (AIR) - 774

Personal Details

- Father's Name: Tapan Kanti Ghosh
- Date of Birth: 28th July 2000
- Linguistic Proficiency: English, Bengali, Hindi
- Gender: Male
- Age: 22
- Nationality: Indian

Declaration

• I solemnly declare that all the above information is correct to the best of my knowledge and belief.

Saturday, 8th April, 2023