

ARCHIT DUBEY

Noida, India | +91 8085758306 | arc10dubey@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio Website](#)

Data Science graduate with Distinction from the University of Essex, currently working as a Business Analyst at Dusaan, a New Delhi-based e-commerce startup. AWS Certified Cloud Practitioner, seeking roles in data science and analytics.

TECHNICAL SKILLS

- **Python**- Pandas | NumPy | Matplotlib | Seaborn | Scikit-learn | Functions | Object-Oriented Programming (OOP)
- **SQL**- Data Manipulation | Nested Queries | Subqueries | Joins | CTE | Window Function | Performance Optimization
- **Cloud Platforms**- Amazon EC2 | Amazon S3 | AWS IAM | AWS RDS | AWS Lambda | Azure Data Factory | Azure SQL
- **Power BI**- Data Reporting | DAX | Data Modelling | Data Cleaning | Data Transformation
- **Advanced Excel**- VLOOKUP | Index-Match | XLOOKUP | Pivot Table | Pivot Chart | Power Query
- **Other**- GitHub | Git | Statistics | Snowflake | Data Warehousing | Big Data | Power Apps | Alteryx

WORK EXPERIENCE

Business Analyst | Dusaan

11/2024 – Present

- Maintained and updated the customer dataset with over 1.8 lakh rows from Shopify each month using SQL Server Management Studio (SSMS), and used Python to track customer flow across 11 departments through Sankey diagram plots.
- Migrated on-premises customer data to Azure SQL Database and performed cohort analysis on 27 months of records, boosting customer retention from 12% to over 35%.
- Worked with the Retention Marketing team to run ad campaigns across three channels, improving engagement among over 71,000 acquired customers and increasing ROAS from 2.1 to 4.6 using Recency, Frequency, and Monetary (RFM) segmentation.
- Developed a WordPress-based ticket generation system integrated with Google Sheets, enabling vendors to log queries across 4 departments. Automated email notifications using Google Apps Script to generate unique ticket IDs and route queries to respective teams, improving query resolution efficiency and maintaining accurate records for over 450 vendors across India.
- Developed and optimized live dashboards in Looker Studio and leveraged Google Analytics 4 (GA4) to design more than 9 custom exploration reports (e.g., Product View Analysis, Demographic City Details), tracking performance across 6 key states to generate insights for nationwide operational expansion.
- Prepared 2 different reconciliation files for COD and Prepaid orders collaborating with the finance team for over 10 months of data with more than 3500 order each month.

PROJECTS

Sentiment Analysis of Customer Reviews of Amazon Products | [Link](#)

- Conducted tokenization of 34,460 customer reviews for 49 Amazon products using NLTK, revealing 93.33% favorable feedback.
- Demonstrated the superior performance of the Logistic Regression classifier with a 93.73% accuracy and an AUC of 0.86 in predicting sentiment.

Supply Chain Dashboard | [Link](#)

- Spearheaded an adaptive dashboard with Gantt charts, heat maps, and stacked bars to track shipments, peak demand, and supplier performance—boosting efficiency by 25% and cutting delays by 15%.
- Enhanced dashboard by adding slicers, drill-downs, and DAX columns to improve data exploration by 20% and speed up processing by 15%.

Prediction of Sepsis Disease from Clinical Data | [Link](#)

- Performed Exploratory Data Analysis (EDA) on a dataset of 790,215 rows, using a correlation matrix to identify 7 key features and resolving a 95:5 class imbalance through under- and over-sampling techniques.
- Implemented machine learning models achieving up to 98% accuracy to boost operational efficiency, and authored a detailed 50-page research paper documenting the entire process.

EDUCATION

Masters in Data Science; Grade: Distinction

01/2023 – 02/2024

University of Essex

Bachelor of Engineering in Civil Engineering; Grade: First Division with Honours

05/2015 – 06/2019

Gyan Ganga Institute of Technology and Science

ACHIEVEMENTS

- Amazon Web Services (AWS) Certified Cloud Practitioner.
- Python for Machine Learning & Data Science Masterclass.
- Chancellor's Scholarship Award.