ARCHIT DUBEY

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Data Science graduate 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
- **Advanced Excel-** VLOOKUP | Index-Match | XLOOKUP | Pivot Table | Pivot Chart | Power Query
- **Power BI-** Data Reporting | DAX | Data Modelling | Data Cleaning | Data Transformation
- **Other-** GitHub | Git | Statistics | Snowflake |Data Warehousing | Big Data | Azure Data Factory | 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.
- Successfully migrated on-premises customer data to Azure SQL Database and utilized it to run SQL queries for cohort analysis on over 27 months of data, resulting in a customer retention increase from 12% to more than 35%.
- Built a WordPress website with an integrated ticket generation system, serving 4 departments and supporting more than 450 vendors across India.
- 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.
- Worked in Retention marketing team to run ad campaigns over 3 channels to boost customer retention of over 71 thousand acquired customers.
- 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.

Data Analyst | Accenture   **09/2024 – 10/2024**
- Analyzed and modeled 7 datasets, leading to the identification of key trends in social media content, enabling data-driven strategic recommendations for the client.
- Uncovered insights to boost content engagement by 15% and presented findings in a 5-slide deck and video to stakeholders

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.