Abhipsita Dasgupta

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"Translating data into decisions. Turning numbers into insights."

Professional Summary

Data Analyst with hands-on experience in delivering actionable insights by leveraging data analytics, machine learning, and data visualization tools. Skilled in **SQL, Python, and Power BI** with a passion for **AI-driven solutions and business problem-solving**. Proven ability to automate reports, develop dashboards, and support cross-functional teams. Trained in **regression, clustering, and statistical modeling,** with a strong foundation in consulting and stakeholder communication. Eager to contribute to IBM's AI transformation initiatives.

Skills

Programming & Tools: SQL, Python(Pandas, NumPy, Matplotlib, Scikit-learn), Excel , Power Query, Power BI, Tableau.

Analytics: Data Cleaning, Visualization, Forecasting, Statistical Modeling, Clustering, Pattern Recognition.

ML/NLP: Regression, Classification, Unsupervised Learning, Data Preprocessing.

Platforms & Databases: Google BigQuery, MySQL, AWS (basic).

Soft Skills: Stakeholder Communication, Agile, Documentation, Requirement Gathering.

Experience

Unified Mentor Pvt. Ltd. – Data Analyst Intern　　　　**Aug 2024 - Nov 2024 | [Certificate available](#)**

- Reduced manual reporting time by 30% by automating weekly performance reports using Python and SQL, improving team efficiency across tasks.
- Improved data quality by 35% by cleaning 5,000+ rows of operational data using Excel and Power Query, ensuring accurate business insights.
- Enhanced stakeholder visibility by deploying 2 Power BI dashboards to track key metrics aligned with business goals and user requirements.
- Boosted cross-functional coordination by conducting sprint meetings and status updates, ensuring timely delivery with minimum rework or escalations.

Projects

ITC Stock Market Analysis — [SQL, Power BI] — [GitHub Repo](#) | [Dashboard](#)　　　　**Nov 2024**

- Boosted client targeting efficiency by 40% by analyzing 6,250+ transactions using SQL to uncover patterns in investor behavior and intent.
- Increased dashboard usability by 25% by optimizing query logic and improving load time in Power BI for better executive visibility.
- Delivered a fully interactive Power BI dashboard to support data-driven financial decision-making across multiple customer segments.

Mitron Bank Credit Card Analysis — [Python, Power BI] — [GitHub Repo](#) | [Dashboard](#)　　　　**Oct 2024**

- Enhanced customer segmentation by 30% using clustering techniques on behavioral data to improve targeting for marketing campaigns.
- Boosted marketing effectiveness by 25% by visualizing trends in spend and transactions using Power BI across product categories.
- Simulated real-world banking risk scenarios to guide product development strategies and credit policy improvements for future use.

Cyclistic Bike-share Analysis - [Python, Power BI] — [GitHub Repo](#) | [Dashboard](#)　　　　**Aug 2024**

- Identified 4 seasonal patterns across 10,000+ rides to improve resource allocation and operations during peak customer demand.
- Cut data processing time by 26% by automating ETL with Python scripts and refining workflow logic for consistency.
- Built an interactive dashboard to highlight usage patterns by user type and region, enhancing stakeholder communication and planning.

Education

Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal, India　　　　**June 2022**

Bachelor of Technology in Mechanical Engineering　　　　CGPA: 8.66

Certifications

- **Google Data Analytics Professional Certificate** (Coursera)
  – Data Cleaning, SQL, Excel, Tableau Dashboards.
- **Google Advanced Data Analytics Professional Certificate** (Coursera)
  – Regression, Classification, Python for Data Science, Machine learning , Data Storytelling.