

# Debasmita Basak

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## EDUCATION

<b>University of Cincinnati, Carl H. Lindner College of Business</b> , Cincinnati, Ohio	December 2016
<i>Master of Science, Information Systems</i>	GPA: <b>3.92</b>
<b>Dharmsinh Desai University</b> , India	May 2012
<i>Bachelor of Engineering, Computer Engineering</i>	GPA: <b>3.50</b>

## SKILLS AND CERTIFICATIONS

- **Certifications:** Tableau 10 Qualified Associate, Six Sigma (Green Belt), Teradata Certified Professional
- **BI Tools:** Informatica PowerCenter, Qlikview, Tableau, R, ggplot2, Shiny, SAS, Advanced MS Excel
- **Database:** Teradata 13.10, Netezza, Oracle 11g, PostgreSQL
- **Statistical Techniques:** Regression modeling, Correlation, ANOVA, T-Tests, APRIORI, Classification models
- **Big Data Technologies:** Hadoop (HDFS), MapReduce, Hive
- **Programming Languages:** Python3.5, UNIX shell scripting, J2SE, C++

## EXPERIENCE

<b>Information Control Company</b> , Columbus, Ohio	June 2016 – Present
Client: <b>Nationwide Insurance</b>	
<i>Business Data Analyst (Netezza, Informatica PowerCenter, Tableau, R)</i>	
<ul style="list-style-type: none"><li>• Identified improvements in data sources which can lead to more efficient analysis of IT process management</li><li>• Redesigned data warehouse architecture using automated stored procedures and ETL; Reduced effort by <b>~60%</b> annually</li><li>• Performed descriptive analysis for project health, slips, resource allocation, performance trend, budget allocation</li><li>• Developed predictive models to forecast resource utilization and improve productivity</li></ul>	
<b>TATA Consultancy Services (TCS)</b> , India	June 2012 - June 2015
Client: <b>Morgan Stanley Wealth Management</b> ( <i>On the Spot Award, Certificate of Appreciation</i> )	
<i>Business Intelligence Developer (Informatica PowerCenter, Teradata, Shell, Qlikview, Agile)</i>	
<ul style="list-style-type: none"><li>• Implemented end to end ETL and change data capture (CDC) for daily transaction and performance data</li><li>• Proposed and developed an automated reconciliation process; Reduced <b>60%</b> effort in data validation</li><li>• Automated monthly service metrics report using Qlikview and Autosys; Reduced team effort by <b>75%</b></li><li>• Performed data analysis, designed model to identify data quality pain areas and streamlined processes (<b>90% CSI</b>)</li><li>• Developed Qlikview dashboard to visualize and facilitate data driven decisions by business and IT stewards</li><li>• Evaluated defect resolution in regular triage calls in collaboration with business analysts &amp; QA team</li></ul>	

## ACADEMIC PROJECTS

<b>Loan Status prediction</b> ( <i>Python</i> )	December 2016
Predicted the loan status of applicants based on demographics and credit ratings. Implemented missing value imputation techniques, outlier treatment, Logistic Regression, Random Forest and Xgboost models	
<b>Kaggle: Titanic-Predicting Survival Rate of passengers</b> ( <i>Python</i> )	August 2016
Predicted the survival of passengers using Logistic Regression and Random Forest. Achieved an accuracy of ~81%	
<b>Flight Landing Distance Analysis</b> ( <i>SAS, Python</i> )	February 2016
Analyzed landing data for commercial aircrafts using CRISP-DM methodology and predicted safe landing distance based on the make of aircraft using linear regression model	
<b>Florida Restaurant Risk Class Analysis</b> ( <i>Python, R</i> )	March 2016
Analyzed restaurant risk class and created risk indexes based on severity of violation, inspection reason and results. Studied correlation between the indexes and performed keyword analysis.	
<b>Bank Marketing Campaign Prediction</b> ( <i>IBM SPSS Modeler</i> )	April 2016
Predicted consumer behavior on marketing campaign data using CART, C5.0, ANN and Bayesian Network Model	

## AFFILIATIONS AND SERVICE

**UC – IS Club:** As the Marketing Coordinator, lead the recruitment, Online/Offline Campaigning and promotional activities  
**TCS – Maitree:** As a Core member, organized multiple education and health camps for underprivileged children