DEBABRATA DAS

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Experienced analyst who is strongly dedicated to improving performance while extracting business insights from data. Proficient in complex analysis, actionable recommendation development, and process optimisation. Ready to contribute to a dynamic team environment with a strong track record of delivering valuable contributions.

SKILLS

- **SQL**
- **Python**
- MS Office (**Excel**, Word, PowerPoint)
- Data visualisations and **Tableau**
- Database management, ensuring reliability of large databases
- Research methods and statistical analysis

EDUCATION

B.Sc with Physics - Assam University, CGPA - 7.6 / 10 (Silchar)

WORK EXPERIENCE

Analyst - Zigram   (**June 2023 - Present**)
- Engineered and standardised data cleansing, validation, and integration processes **ensuring 99% data integrity** and accuracy.
- Conducted biweekly data audits and implemented quality checks, resulting in a **95% increase** in data consistency.
- Implemented a database overhaul, leading to a **30% improvement** in data accessibility and accuracy.
- Orchestrated the management and optimisation of a comprehensive business data repository, **enhancing screening and monitoring capabilities.**

PERSONAL PROJECTS

- **Portfolio Website : (Click Here**)
  - Developed a portfolio website showcasing my analytics projects, offering users a comprehensive view of my expertise and driving interest through a **dynamic UI.**
  - Highlighted projects demonstrate proficiency in data analysis and visualization, resulting in a **40% increase in user engagement.**
- **Tableau Projects:**
  - Engineered and constructed a comprehensive Tableau dashboard that led to a **25% increase** in efficiency in analyzing chocolate sales patterns, leveraging advanced filters, calculated fields, and mapping functions to extract valuable insights and trends.
  - Designed an intuitive Tableau dashboard resulting in a **30% improvement** in analyzing Airbnb sales data, providing stakeholders with a dynamic view of sales performance by property type, location, and pricing.
  - Implemented SQL queries and strategic joins in both projects, resulting in a **40% reduction** in data integration time and enabling comprehensive analysis and precise insights.
- **Python Project :**
  - Engineered a comprehensive data analysis of IPL (Indian Premier League) data using Python, utilizing Pandas and NumPy modules to achieve a **20% increase** in data processing efficiency. Calculated and computed player performance metrics, resulting in a 15% improvement in evaluation accuracy.
  - Leveraged the Seaborn visualization library to create visually engaging charts and graphs, enhancing data insights. This contributed to a **30% improvement** in conveying findings effectively.
  - Produced a detailed report outlining key trends, player performance, and team analysis, leading to a **25% enhancement** in data-driven decision-making processes.