

DEBANJAN PAL

Business Operations & Compliance Data Analyst

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SUMMARY

Business Operations and Compliance Analytics Specialist with strong experience in Python, SQL, Excel, and AWS-based analytics, supporting large-scale Amazon Business operations and ML data workflows. Proven ability to drive data quality, root-cause analysis, reconciliation, and compliance reporting, while maintaining audit readiness. Demonstrated ownership in delivering measurable business impact, producing ML-ready datasets, and enabling data-driven decision-making. Skilled at transforming raw, multi-source data into actionable insights that support operational efficiency, model performance, and scalable, business-aligned solutions.

WORK EXPERIENCE

Amazon Business ML Data Associate, Amazon Business Tech

May, 2024 - Present

(Roles held: Machine Learning Data Associate II – Amazon Business (Reseller Segmentation); Proactive Dispute Cost Auditor – FBA Credit Ops; Investigation Specialist I – FBA DP&R; Machine Learning Data Associate II – FBA DP&R)

- Delivered end-to-end analytics and operational insights across Amazon Business and FBA programs, supporting reseller segmentation, dispute resolution, credit audits, and ML data operations.
 - Retrieved, validated, and enriched business entity data from Salesforce, establishing a single source of truth for reseller classification and analysis.
 - Performed SQL-driven analysis across account, shipment, inventory, and lifecycle datasets to identify trends, defects, anomalies, and root causes.
 - Classified sellers into reseller segments (VARs, Wholesalers, Retail & Supply Stores, Cross-Border Sellers) using business signals and NAICS/SIC industry classification.
 - Conducted reconciliation, reimbursement processing, and proactive cost audits, ensuring SLA adherence, policy compliance, and audit readiness.
 - Investigated shipment discrepancies by validating POD, POO, BOL, carrier tracking data, and Seller Central records.
 - Executed fraud investigations and defect analysis, improving data accuracy and strengthening operational decision-making.
 - Delivered high-quality, ML-ready labeled datasets to support classification and root-cause prediction models.
 - Annotated case outcomes to improve ML automation performance in dispute resolution workflows.
 - Maintained structured, traceable outputs in SharePoint and Paragon, enabling reporting, governance, and downstream analytics and Utilized advanced Excel techniques (Pivot Tables, XLOOKUP/VLOOKUP, conditional formatting, data validation, and logical formulas) to perform QA checks, summarize reseller attributes, and flag inconsistencies prior to SQL and model ingestion.
 - Achieved 92.6% year-over-year improvement in process accuracy and 125% YoY productivity growth by enhancing SOPs, strengthening documentation controls, and optimizing workflow efficiency.
 - Supported business reviews, campaign targeting, and leadership decision-making through clear, data-driven insights.
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CORE SKILLS

- Analytics: SQL, Python, Pandas, NumPy
- Excel & Reporting: Excel (VLOOKUP, HLOOKUP, Pivot Tables, Dashboards)
- AWS: S3, Glue, Lambda, Redshift Serverless, EventBridge, CloudWatch, boto3
- BI: Amazon QuickSight, Power BI
- Data Practices: Data Validation, Reconciliation, Root Cause Analysis, Defect Analysis
- Ops & Compliance: Fraud Investigation, SLA Tracking, Audit Documentation
- Gen AI: Amazon Bedrock, RAG, OpenSearch, LangChain, Vector Store, Prompt Engineering
- Tools: Salesforce, SharePoint, Seller Central, Paragon

PROJECT

Serverless Data Warehouse on AWS

- Designed and deployed a serverless data warehouse using S3, Glue, Lambda, EventBridge, and Redshift Serverless.
- Built automated ETL pipelines, implemented fact and dimension tables, and performed SQL analytics.
- Integrated curated datasets with Power BI and applied security controls.
- [GitHub: github.com/GeorgeDPal/aws-datawarehouse-solution](https://github.com/GeorgeDPal/aws-datawarehouse-solution)

BedrockRAG – Smart Document Q&A System , Gen AI on AWS

- Built a Retrieval-Augmented Generation (RAG) system using Amazon Bedrock.
- Generated embeddings with Amazon Titan Embeddings and stored vectors in OpenSearch.
- Implemented Retrieve-and-Generate workflows using Mistral-7B-Instruct.
- Exposed functionality via AWS Lambda and API Gateway using Python (boto3).
- [GitHub: github.com/GeorgeDPal/bedrock-rag](https://github.com/GeorgeDPal/bedrock-rag)

Customer Purchase Behavior & Review Sentiment Analysis

- Analyzed Amazon sales and review data stored in SQLite using Python and Pandas.
- Identified purchase patterns, top customers, review score distributions, and sentiment trends.
- Compared sentiment differences between frequent and non-frequent product viewers.
- [GitHub: github.com/GeorgeDPal/amazon-purchase-behavior-and-sentiment-analysis](https://github.com/GeorgeDPal/amazon-purchase-behavior-and-sentiment-analysis)

AI Impact on Jobs – Data Analysis

- Built an end-to-end analytics pipeline on 30,000 job roles.
- Analyzed AI impact, automation risk, salary trends, education requirements, remote ratios, and growth projections.
- Generated workforce and industry insights using Python-based analysis.
- [GitHub: github.com/GeorgeDPal/AI-Impact-On-Job-Data-Analysis](https://github.com/GeorgeDPal/AI-Impact-On-Job-Data-Analysis)

CERTIFICATIONS

- Microsoft Learn – Developing Generative AI Solutions with Azure OpenAI Service
- Azure NLP Solution – Azure AI Language (Credential ID: 6D6B312152DC474C)
- Microsoft Applied Skills – Create an Intelligent Document Processing Solution with Azure AI Document Intelligence - Credential ID: AA99C97371156AE5 (Earned: Feb 6, 2024)
- AWS Training & Certification – Data Engineering on AWS (Data Warehouse Solution)
- Amazon QuickSight – BI & Dashboarding
- Building Generative AI Applications Using Amazon Bedrock

EDUCATION

B.Tech – Mechanical Engineering

ICFAI University, Tripura | CGPA: 7.21