

# GOURAV BHATTACHARJEE

## SKILLS

### SOFT SKILLS

- Requirement Gathering & Documentation
- Ability to create detailed business analysis
- Quality reporting
- Dashboard designing
- Presentation & Communication
- User-Centered Design Thinking

### HARD SKILLS

- MS Office
- BI Tools
- Advance Excel
- SQL
- UI/UX Design Tools
- User Research

## PROJECTS

### SALES DATASET ANALYSIS – PERSONAL PROJECT

- Utilized Excel and Power BI to analyse an online sales dataset, comprising detailed transaction information across various product categories of different regions.
- Processed and cleaned the dataset to ensure accurate analysis.

### MARKET RESEARCH & COMPETITIVE ANALYSIS – ACADEMIC PROJECT

- The objective of this market research and competitive analysis is to gain a thorough understanding of the current market landscape, customer needs, and competitor strategies. This will guide strategic decision-making, improve competitive positioning, and help identify market opportunities for growth.
- The aim of this research project is to provide actionable insights that can enhance business performance by analysing market trends, evaluating competitor strengths and weaknesses, and identifying gaps that the company can leverage to differentiate its offerings and grow its market share.

### NIKE SHOE PRODUCT DESIGN – PERSONAL PROJECT

- This design serves as a showcase page for the Nike Air Max 90, focusing on visual appeal and user experience while maintaining Nike's brand identity through typography and layout choices.

## TRAINEESHIP

### The Knowledge Castle | Data Analyst

Online Mode | JUL '24 - PRESENT

Leveraged advanced analytics tools (Excel, Power BI, PowerPoint and SQL) to execute end-to-end data analysis projects, including data cleaning, modelling, and visualization. Developed actionable insights through dynamic dashboards, contributing to data-driven decision-making while collaborating with cross-functional teams.

## EDUCATION

| COURSE NAME                  | YEAR | INSTITUTE NAME            | GRADE          |
|------------------------------|------|---------------------------|----------------|
| Adv. Certification – DS & AI | 2024 | IIIT - Bangalore          | 3.4/4 CGPA     |
| Grad. - BCA                  | 2023 | SVSU - Meerut             | First Division |
| HS - Science                 | 2019 | FA Degree College - Assam | 68.2%          |
| HSLC                         | 2016 | MVM - Assam               | 7.2/10 CGPA    |

## CERTIFICATIONS

### Certification in Business Analyst from Analyst Club

Led by: Hrithik Mehlawat, former Business Analyst & Strategist at Bain & Company.

### Certification in UI/UX Designing from Great Learning

This UI/UX Design course is taught hands-on by experts.