BIDITA SAHA

Data Analyst

⦿ Bengaluru, Karnataka ☎ 70763 27494 ✉ sahabidita94@gmail.com

Profiles	in Bidita Saha

Summary

Analytical and detail-oriented Data Analyst with approximately 2 years of experience in transforming complex datasets into actionable, data-driven business strategies. Proficient in SQL, Python, Power BI, and Advanced Excel, with expertise in dashboarding, KPI monitoring, and campaign optimization. Strong believer in leveraging data storytelling and predictive analytics to shape smarter business outcomes.

Experience

Adonmo Private Limited   Aug 2023 – May 2025
Data Analyst   Bengaluru, Karnataka

- Built and automated **weekly dashboards in Power BI & Excel**, reducing manual reporting time by **50%**.
- Partnered with Ad Ops & Marketing to deliver **data-driven campaign optimization strategies**.
- Conducted **KPI analysis and performance reviews** for leadership using Power BI & PowerPoint.
- Designed and monitored **real-time dashboards** in SQL, Excel & Grafana to track user engagement, ad performance, and ROI.
- Ensured data consistency across departments by defining KPIs and aligning campaign tracking.
- Trained internal teams on dashboard usage and interpretation of performance metrics.
- **Reduced campaign turnaround time by 20%** through cross-functional collaboration.
- **Delivered actionable insights that improved vendor performance and campaign efficiency.**

Accenture – Forage   May 2022 – Aug 2022
Data Analytics Intern   Remote

- Completed simulated consulting projects using **real-world datasets**.
- Designed interactive **Tableau dashboards** and stakeholder-friendly reports.
- Practiced **client storytelling and business impact presentations**.

Education

Great Lakes Institute of Management   2022
Data Science & Engineering   Post Graduate Certificate

Netaji Subhas Open University   2018-2021
General   Bachelor of Science

Nilratan Sircar Medical College, Kolkata   2015 – 2017
Nursing   Pursued Bachelor of Science

Secured All-India Rank 330 in JENPAS UG 2015.

Projects

Prediction of Coronary Heart Disease   Feb 2022 – Jun 2022

- Developed a predictive model using **Python (NumPy, Pandas, SMOTE, Logistic Regression, Boosting)** to identify risk of coronary heart disease.
- Achieved **ROC-AUC score of 85.87%**, improving model accuracy through effective data preprocessing and feature engineering.

Campaign Performance Optimization   2023

- Analyzed ad campaign datasets using **Excel (Pivot Tables, Power Query)** and **Python (Pandas, Seaborn)**.
- Identified top-performing channels, reduced budget wastage by **15%**, and improved ROI.
- Automated weekly reporting using Excel macros + Python scripts.
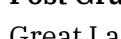
Skills

Technical Tools & Languages

SQL, Python (NumPy, Pandas, Scikit-learn, Seaborn), Power BI, Advanced Excel, Jupyter Notebook, Grafana, Google Sheets, MS Office, AI Automation Tools
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Analytics & Data Science

Data Cleaning & Preparation, Exploratory Data Analysis (EDA), Data Visualization, KPI Monitoring, Performance Analysis, Statistical Analysis, Predictive Modeling, Report Automation
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Business & Soft Skills

Data Storytelling, Problem-Solving, Cross-Functional Collaboration, Campaign Optimization, Project Management, Stakeholder Communication
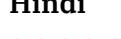●●●●○

Certifications

Post Graduate Certification in Data Science & Engineering   2022
Great Lakes Institute of Management

Data Analytics Using Excel   2022
Great Learning

Languages

English
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Bengali
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Hindi
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