

ARITRA BISWAS

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SUMMARY:

Result-driven Data Analyst (**5-Star SQL** – HACKERRANK) skilled in Pandas and BI dashboarding using Python, Power BI, and Excel. Experienced in processing **1M records**, integrating real-time API data, and automating KPI reporting to accelerate decision-making. Proficient in data cleaning, BI storytelling, and applying Generative AI & Machine Learning techniques.

EDUCATION:

JALPAIGURI GOVERNMENT ENGINEERING COLLEGE – West Bengal
B. TECH || Information Technology || 2023 || DGPA 8.96

BIRLA INSTITUTE OF TECHNOLOGY – Government of West-Bengal
Diploma Engineering || Electronics & Telecommunication || 2020 || 82.1%

LATEST PROJECT:

VISUALIZING THE PULSE OF E-COMMERCE SALES | May-Jun 2025 | [VIDEO](#) | [PRESENTATION](#)

- Built a **Python-based ETL pipeline** to clean and preprocess **10,000 sales records**, handling duplicates and missing values for accurate analysis.
- Developed a **4-page Power BI dashboard** visualizing **₹2.29M total revenue**, **₹288K net profit**, **37,860 units sold**, and **4-day average delivery delay**, alongside city-wise sales distribution and loss-making orders.
- Performed **SQL-driven sales trend analysis** uncovering that, **envelopes** as **top product**, **October** as **highest profit month**, and **March** showing **peak sales volume**.

YOUTUBE ANALYTICS: POWER BI DASHBOARD BUILT WITH REAL API DATA | [PRESENTATION](#)

- Extracted and processed **video-level metrics** (79K views, 1,991 likes, 61 comments, 204 subscribers) from **228 videos** using the **YouTube Data API**.
- Designed a **2-page Power BI dashboard** visualizing monthly trends (**August** having **peak views**, **July** with **second-highest**) and tracking **average engagement rate**.
- Delivered actionable insights on peak posting times and top formats (#Shorts, tutorials).

INSURANCE DATA CLEANSING AND EDA | Personal Project | May 2025 | [GITHUB LINK](#)

- Cleaned **1.38M insurance records**, removing **587K+ duplicates** and imputing missing values, improving completeness for **800K vehicles**.

SKILLS:

Data Analysis & BI: Python (Pandas, NumPy, Matplotlib), Power BI, Excel (Pivot Tables, Power Query), EDA, Reporting, ETL Pipelines, Data Cleaning & Transformation, Attention to Detail

Database & ETL: SQL, MySQL, PostgreSQL

Automation & Tools: Excel Macros, Google API Client Library, Jupyter, Git, VS Code, PowerPoint

Data Acquisition: Web Scraping, BeautifulSoup, API Integration

ML & Generative AI: Supervised Learning, Feature Engineering, Prompt Engineering, OpenAI (ChatGPT, DALL·E)

INTERNSHIP EXPERIENCE:

VASUNDHARA BLESSINGS FOUNDATION TRUST | Virtual | [MAY 2024](#) – [OCT 2024](#)

- Completed **6-month** remote internship supporting women empowerment & child education, tracking **student attendance and performance**.
- Developed **Excel dashboards** (Power Query, Pivot Tables/Charts, Conditional Formatting) and **visual reports** in PowerPoint/Canva, delivering **weekly insights** and improving **student attendance by 3-5%**.

TECHNICAL CERTIFICATE:

- HACKERRANK (2025):** SQL (Basic & Intermediate), Python (Basic)
- Machine Learning:** Supervised Learning & Feature Engineering Fundamentals