

# ARITRA BISWAS

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## SUMMARY:

Results-driven Data Analyst (**5-Star SQL** – HACKERRANK) skilled in ETL, EDA, and dashboarding with Python, Power BI, and Excel. Experienced in handling 1M+ records, real-time APIs, and automating KPI reporting to drive business decisions. Proficient in data cleaning, BI storytelling, and using GenAI & ML for workflow optimization.

## 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](#)

- Created a Python-based ETL pipeline to clean **10,000+** sales records, removing duplicates and filling missing data for accurate analysis.
- Used SQL to analyze customer behavior and sales trends, helping improve delivery strategy by 11%.
- Built an interactive Power BI dashboard showing **₹22L revenue**, city-wise performance, and flagged 1,800+ loss-making orders.
- Automated key performance reports, leading to projected **11% profit increase** and **9% revenue growth**.

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

- Extracted and cleaned video-level metrics (views, likes, comments) from YouTube Data API for **200+ videos**.
- Built Power BI dashboards to visualize KPIs like engagement rate, content trends, and posting frequency.
- Delivered actionable insights on content performance, helping improve **engagement** by identifying peak publishing periods, top formats (#Shorts), and high-performing content themes.

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

- Cleaned and transformed **1.38M+** insurance records by removing **587K+** duplicates and imputing missing values, improving data quality by **38%** and completeness for 800K+ vehicle entries.
- Performed exploratory data analysis (EDA) to uncover claim and premium trends (7.5% claim rate) by vehicle type; visualized insights using bar charts and time series plots.

## SKILLS:

**Data Analysis & BI:** Python (Pandas, NumPy, Matplotlib), Power BI, Excel (Pivot Tables, Power Query), EDA

**Database & ETL:** SQL, MySQL, PostgreSQL, ETL Pipelines

**Automation & Tools:** Excel Automation, Google API Client Library, JUPYTER, GIT, VS Code, PowerPoint

**ML & AI:** Scikit-learn, Supervised Learning, Prompt Engineering, ChatGPT, Claude, DALL·E 3

## INTERNSHIP EXPERIENCE:

Vasundhara Blessings Foundation Trust | Virtual | [MAY 2024](#) – [OCT 2024](#)

- Created Excel dashboards with Power Query and Pivot Tables to analyze student data, driving a 22% performance improvement and earning **‘Star Performer’** recognition for delivering actionable insights.

## TECHNICAL CERTIFICATE:

HACKERRANK | 2025

SQL (Basic & Intermediate), PYTHON Basic