

PURBAYAN CHATTERJEE

Contacts:

Email: reet.chatterjee6@gmail.com

Phone: +91 7278202342

Address:

Flat-1A, Blk-C1, Swarnabithi Appt,
Majumderpara, Fartabad, Garia
Kolkata-700084

EDUCATIONAL QUALIFICATION:

Qualification	School/College	Board/University	Year of Passing	Percentage/CGPA
SE (Class 10)	South Point High School	WBBSE	2013	85.40
HSE (Class12)	South Point High School	CBSE	2015	76.60
B.Tech (ECE)	SRM Institute of Science and Technology	SRM University	2016 - Present	82.88

INTERNSHIPS:

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Organization	Description	Year
Electronic Regional Testing Laboratory (ERTL)	My core internship was based on testing of Photovoltaic Modules and LED parameters. Alongside, I also Learnt in detail about the calibration of electronic instruments.	Dec 2017 - Jan 2018
Airport Authority of India (AAI)	Worked with the communication systems prevalent in air-planes. My entire internship was focused mainly on aeronautical communication, navigation and surveillance.	Jun 2018 - July 2018

SKILLS:

- **Technical Skills:**

1. **Languages:** C and Python
2. Internet of Things (IOT)
3. Data Science and Machine Learning

(Machine Learning Tools and Libraries: pandas, numpy, matplotlib, etc)

- **Management Skills:**

1. Strategy and Planning
2. Consultancy
3. Data Analytics

PROJECTS (Technical):

1. A Novel Method for Efficient Parkinson's Disease Detection Using Iridology Followed by MRI Analysis [Dec 2019 – March 2020]

In usual circumstances, the disease is detected at a much later stage when proper diagnosis is difficult to administer. This project aims at detecting such disease in their earliest stages to prevent such difficulties enabling the patient to participate in proper stages of clinical trials from an early stage.

2. FASTag using RFID [Jul 2019 - Oct 2019]

Waiting in queues near toll booth may sometimes become very time-consuming. By using this feature, processes shall become smooth.

3. Smart Dustbin [Aug 2018 - Nov 2018]

The dustbin has ultra-sonic sensors which enable it to open its lid when one stretches hands to throw wastes. Moreover, it has an indication marker which lets required people know that the bin is full and needs replacement.

4. Energy-Generating Mat [May 2018 - Jun 2018]

The mat consists of piezo-electric crystals which when pressed generates electricity. This can typically be used in crowded areas so as to generate electricity in a considerable amount.

5. Self-Lacing Shoes [Aug 2017 - Oct 2017]

Normal shoes equipped with micro-controller, pressure sensor and motors which allows the shoe to tighten its laces without any effort.

6. Gesture Control using Raspberry Pi and Skywriter HAT [May 2017-Jun 2017]

Swiping fingers over the module allow the user to slide through TV channels or change volume levels.

PROJECTS (Management):

1. Profitability Case-Study (BCG with InsideSherpa) [April 2020]

In this project, I worked with a telecommunication operator (our client) who has had declining profits for the past few years. I was engaged to help drive profitability improvement.

My core areas of engagement were: Market Research, Data Analysis, Understanding Market needs, Customer Recommendation, Next Steps.

2. Profitability Case-Study (BCG with InsideSherpa) [April 2020]

In this project, I worked with a global coffee company (our client) who was facing a decline in sales due to market saturation and intense competition. Apart from this competitive threat, it was also facing challenges such as collecting and analysing customer data to target individual customers.

I was engaged to transform the digital customer journey and explore ways technology can be used to increase customer engagement and store sales.

3. Data Analytics Consulting (KPMG with InsideSherpa) [May 2020]

In this project, I worked with a medium-size bike and cycling accessories organization (our client) who needed to grow its business. Primarily, the company needed help with its customer and transactions data. The organization has a large dataset relating to its customers, but their team is unsure how to effectively analyze it to optimize its marketing strategy.

I was engaged to transform the situation by data exploration and identifying ways to improve the company's data quality.

POSITIONS OF RESPONSIBILITY:

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I am currently the domain lead of IOT and the HR Manager of our College Technical Club.

EXTRA-CURRICULAR ACTIVITIES:

EVENTS	AWARDS
Rock-Climbing	Won a bronze medal in 2010
Throw-Ball	Represented School in various inter-school events and secured first place in 2010 and 2013.
Cricket	Represented school in various inter-school tournaments and have also captained for the side.
Athletics	Represented school in various inter-school events and won many medals.
Abacus	Secured first prize in 2007 in Eastern Region.

CERTIFICATIONS:

Issuing Organization	Description
IITBX (IIT Bombay)	Artificial Intelligence (AI) and Machine Learning (ML)
NPTEL (IIT Kanpur)	C-Programming
Coursera	Python
Coursera (IBM)	Data Science
Coursera	Deep Learning
InsideSherpa (BCG Virtual Experience Program)	Profitability Case-Study
InsideSherpa (KPMG Virtual Experience Program)	Data Analytics Consulting
TCS ION	Soft skills (Business Etiquettes, Communication Skills)
Google	Digital Marketing

CONFERENCES AND WORKSHOPS:

- **8th International Conference on Contemporary Engineering and Technology (2020)**

Awarded the best paper for the project “A Novel Method for Efficient Parkinson’s Disease Detection Using Iridology Followed by MRI Analysis”

- **Young Strategic Leadership (Organized by: Lancer Technologies & Assessing Body Pvt. Ltd.) May 2015**

Learnt about fishbone analysis, option evaluation and defining action plans within an organization, engaging and inspiring others in order to accomplish strategies.

LANGUAGES:

- English
- Hindi
- Bengali