Paromita Das

Data Analyst

8101175515 ◇ dasparomita283@gmail.com ◇ Linkedin ◇ GitHub ◇ Tableau

SUMMARY

Entry-level Data Analyst with hands-on project and internship experience in SQL, Python, Power BI, Tableau, and Excel. Skilled in extracting insights, building dashboards, and translating complex data into clear, business-driven recommendations. Passionate about learning and applying data analytics to solve real-world challenges.

EDUCATION

- Siliguri Institute of Technology (CGPA: 7.9)   **2021-2025**
  Bachelor of Technology in Electronics & Communication Engineering

INTERNSHIP EXPERIENCE

Data Analyst | Dimensionlabs.
E-commerce Customer Segmentation (RFM Analysis)   **Apr'24 – Jul'24**

- Performed **RFM analysis** to segment e-commerce customers for targeted marketing and retention.
- Used **SQL, Python, and Excel** for preprocessing, feature engineering, and segmentation.
- Enabled personalized promotions, boosting **conversion rates by 25%** for frequent buyers.
- Designed re-engagement campaigns that improved **retention by 10%** for at-risk customers.
- Enhanced **Customer Lifetime Value (CLV)**, increasing overall spending by **15%** in one quarter.

Healthcare Data Analysis & Performance Optimization

- Processed **20+ years of hospital data** using **Python and Excel**, improving accuracy by **95%**.
- Identified trends in occupancy, safety, and responsiveness, improving **resource allocation by 10%**.
- Built **Power BI dashboards**, improving decision-making speed by **40%**.
- Improved staff responsiveness, cutting **response times by 15%**.

ACEDEMIC PROJECTS

YouTube Channel Analytics Dashboard | Python, Power BI   **Jun'25 – Jul'25**

- Extracted and cleaned data from **YouTube API**, applying DAX for engagement and YoY performance metrics.
- Built interactive dashboards tracking **views, likes, comments & engagement trends**, revealing a **~62% YoY growth decline in 2024**.
- Recommended strategies to balance short vs. long-form content and improve viewer retention.

B2B Sales & Customer Insights Dashboard | Tableau   **Nov'24 – Dec'24**

- Visualized KPIs (Sales, Profit, Orders, Customers) with YoY comparisons, identifying **20.4% sales growth in 2023**.
- Flagged underperforming product categories and the top 10 high-value customers for retention.

CERTIFICATES

Data Analytics and Visualization, Accenture North America
Data Analytics Job Simulation, Deloitte
Data Visualisation: Empowering Business with Effective Insights, TATA
SQL (Basic), HackerRank

SKILLS

Data Analysis Tools and Languages:
Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (MySQL, SQL Server), Power BI (DAX, Power Query), Tableau, Excel (Pivot Tables, VLOOKUP)
Specialities:
Data Cleaning & EDA, Dashboard Development, ETL & Data Integration, Statistical, Churn & Retention Analysis, Financial & Sales Analytics, HR Analytics, Data Visualization & Storytelling