PAROMITA SAHA

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SKILLS: Excel | SQL | Python | Power BI | Data Analysis | Data Manipulation | Data Visualization | Descriptive Statistics | Inferential Statistics | Problem-Solvinag | Business Intelligence | Data Modeling | Data Mining | HTML | Gemini | Copilot | Microsoft Office

EDUCATION:

M.Tech (CSE) | Guru Nanak Institute of Technology, Kolkata (WBUT) **| 2020-2022 |** 9.51 GPA

B.Tech (CSE) | Guru Nanak Institute of Technology, Kolkata (WBUT) **| 2016-2020 |** 7.84 GPA

PROJECTS:

- **Commercial Store Sales Data Analysis (Power BI):**
- Analyzed commercial store sales data to identify key trends, top performers, and areas for improvement.
- Utilized Power BI tool to analyze sales by territory, product line, deal size, and customer. Identified key trends in sales performance, including top-performing regions and products.
- Developed targeted sales strategies for different customer segments & demonstrated improved product knowledge and sales skills, leading to increased sales conversion rates 15% and improved customer satisfaction.
- **Twitter Sentiment Analysis using NLP (Python, Pandas, Matplotlib, Seaborn, WordCloud):**
- Analyzed a dataset of 10,000 tweets to understand public sentiment towards a specific topic or brand. Utilized natural language processing (NLP) techniques to perform sentiment analysis and identify trends in the data.
- Pre-processed the data by removing noise, cleaning the text, and applying TextBlob for sentiment polarity calculation. Grouped the data by date and sentiment category to visualize trends over time.
- Successfully identified key themes and trends in public sentiment, providing valuable insights for decision-making and strategy development.
- **Customer Churn Prediction for Telecom Industry (Power BI):**
- Analyzed data of Telecom company facing customer churn, impacting revenue and growth. Developed a predictive model to identify customers at high risk of churning.
- Cleaned and pre-processed data, handled missing values, converted categorical variables. Performed exploratory data analysis (EDA) to understand churn patterns.
- Visualized churn rates by contract type, internet service, and monthly charges. Identified key features and correlations using a heatmap.
- Enabled targeted retention strategies to reduce churn and improve customer satisfaction.
- **Airline Database Management Capstone**
- Assigned a real-time case study on "Airline Database" for comprehensive data analysis and required to answer 30 analytical questions using SQL queries to gain insights from the data.
- Utilized SQL to extract and analyse data from the database with joins, case statements, and window functions,achieving an 80% accuracy in data analysis and insights extraction.
- **Shop Nest Store Capstone (Power BI):**
- Assigned a Power BI dashboard project for the "Nexusgoods Store" dataset.
- Required to build and explain an interactive dashboard, data visualizing, data mining and management for business insights.
- Created an interactive dashboard using chart visuals, tooltips, slicers, and map visuals, achieving 80% accuracy in thefinal dashboard with actionable insights.

OBJECT DETECTION USING DEEP LEARNING APPROACH (Nov 2021 – June 2022): *M.Tech Project*

- The M. Tech project requires the implementation of an AI-based object detection model using deep learning techniques and developing a predictive Python model to detect objects effectively and accurately.
- Integrated Single Shot Detector (SSD), MobileNetV3, and OpenCV into existing systems, positively impacting project timelines by reducing implementation time by 20% and achieving 92% accuracy in object identification.

INTERNSHIPS & TRAINING:

- **Data Analyst Intern --** Brainwave Matrix Solutions, Remote (Jan `2025 – Present)
- **Data Analytics + Python –** SkilloVilla (Apr `2024 – Nov `2024)

ACHIEVEMENTS:

AI Mastery Bootcamp – Skill Nation (2024)
AI Dashboards using Microsoft Power BI – Skill Nation (2024)
ChatGPT & AI in Microsoft Excel – Skill Nation (2024)
Microsoft Copilot – Skill Nation (2024)
Secured **77.62%** in **TCS iON NQT-Cognitive exam (2024)**
Authored **"*Object Detection using Deep Learning Approach*" –** International Journal for Research in Applied Science and Engineering Technology (IJRASET), 2022
Co-authored **"*Caption an Object using the pre-trained Deep Learning Model for Single Shot Multi-Box Detector*" –** International Journal for Research in Applied Science and Engineering Technology (ISACS), 2022 SCOPUS (2022)